



REDRESS



REDRESS
IMPACT
REPORT
2020

A NOTE FROM OUR FOUNDER

Welcome to Redress' 2020 Impact Report. The year of 2020 will go down in history as Covid shook the foundations of our global health, economic and social systems with terrifying speed and ease. Within these unprecedented disruptions, parts of the charity sector were also hit hard; with critical under-funded health needs being identified that, understandably and rightfully, diverted philanthropy to other urgent causes.



At Redress, we continued full steam ahead with our mission - to prevent and transform textile waste to catalyse a circular economy and reduce fashion's water, chemical and carbon footprints - as we work to change mindsets and practises to stop the creation of textile waste now and in the future.

We know we are not alone in demanding a less wasteful fashion industry. Pre-Covid, fashion's negative environmental impacts and wasteful practices were already of grave concern; the equivalent of one garbage truck of textiles is landfilled or incinerated globally every second.¹ With textile waste rates already estimated to increase by 60% by 2030², we're now, in the post-Covid world, faced with additional textile waste caused from retail, business and supply chain disruptions.

So, 2020 saw us increase our resolve and call upon our stakeholder partners to tell the world that now is the time to stamp out waste.

With fashion consumption and production not showing signs of slowing down - and with the fashion industry's rate of change in social and environmental performance slowing³ - the need for our work to create systems and partnerships that generate and showcase the untapped value in existing waste is more important than ever.

Like everyone, the year of 2020 certainly did not pan out as we'd expected. We rapidly adapted key campaigns, including going fully virtual for our annual Redress Design Award 2020, requiring monumental and fast operational shifts for our team, finalists, judges and consumer audiences, and we shifted our annual Get Redressed Month to engage with consumer audiences who, unexpectedly, were not at their usual corporate offices and were instead working from home.

Our team certainly demonstrated our agility and resilience to adapt to external challenges - with grateful support from Government Covid-relief funds, our partners and sponsors. Going beyond our fighting spirit to the core of what we do - generating positive impact - we demonstrated in 2020 that we can achieve great things.

In 2020, we didn't just meet our targets...we surpassed them!

On behalf of the Redress Board and team and you our stakeholders, thank you for your support as we deliver impact that will make our vision - for fashion to be a force for good- come to life

As always yours,

A handwritten signature in black ink that reads "Christina Dean".

Christina Dean

1 A New Textiles Economy: Redesigning Fashion's Future (2017), Ellen Macarthur Foundation

2 Pulse of the Fashion Industry 2017, Global Fashion Agenda and The Boston Consulting Group, Inc.

3 The Pulse of the Fashion Industry 2019 Update, Global Fashion Agenda, Boston Consulting Group and Sustainable Apparel Coalition

2020 - A YEAR OF SUCCESS

JANUARY

CELEBRATING 10 COMPETITION CYCLES

In January we kicked-off the 10th anniversary cycle of the Redress Design Award with a Retrospective Exhibition at The Mills, Hong Kong, showcasing designs from the past nine winners. In addition, we launched our first ever Circular Fashion Design Pathway Course to provide deeper knowledge for all applicants, giving them access to essential sustainable design knowledge.



MARCH

ROOM FOR GROWTH

To support our rapidly growing team, in March we said goodbye to our 13 year home supported by ADM Capital Foundation, and opened our very own Redress office in the heart of Hong Kong's textile district, Sham Shui Po.



ACCESSIBLE CLOTHING COLLECTION

We ran a full time takeback programme with Gap in six retail stores across Hong Kong between March and November, increasing the accessibility and ease for Hong Kongers to donate clothing for resale, reuse and recycling, despite the impact of COVID-19 and social distancing directives.



MAY

BENEFITING HONGKONGERS IN NEED

We also ran two short-term takeback programmes with RedBox Storage (five locations) and Levi's (rolled out across 19 stores) in May and July respectively. These two initiatives brought higher visibility of Redress branding both in-store and via the two partners' customer databases and, alongside our permanent locations, enabled us to collect 12.8 tonnes of clothing throughout the year, with over 70% redistributed to local charity partners working with disadvantaged groups in Hong Kong.



JULY

SECONDHAND TO SUPPORT KEY PROGRAMMES

In July we were finally able to host a highly successful Get Redressed Pop-up Shop (already postponed twice due to COVID-19 restrictions) resulting in our highest-earning pop-up to date. This not only provided vital funds for us, but reinforced our observation that shopping secondhand is really gaining traction among consumers in Hong Kong.

BUILDING INFRASTRUCTURE

We signed a two-year lease for a 2,350sq foot storage space in Kwai Hing to support our expanding storage and sorting needs. This space has enabled us to have greater venue stability when planning to support our projects and having the space proved a crucial asset from the onset for our preparation for the Get Redressed Pop-up Shop.



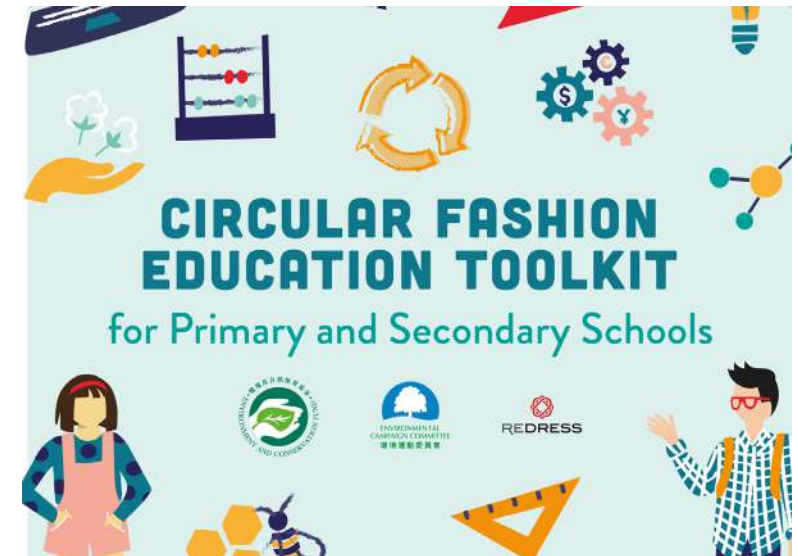
SEPTEMBER

TOOLKIT FOR AWARENESS AMONG YOUTH

Further enhancing our Circular Fashion Team's work with schools, we officially launched our ECF Circular Fashion Education Programme Toolkit in September - a bilingual online knowledge platform, funded by the Environment and Conservation Fund and the Environmental Campaign Committee, that explores issues around how we make, buy, use and dispose of our clothes and the impact that it has on the world and our planet. This toolkit gives our school partners additional resources and materials to supplement their lessons, and curious students a chance to learn more.

DIGITAL CONNECTIONS

After a year of ever-shifting plans, the Redress Design Award team pulled off a fantastic fully digital series of events with judges and finalists joining virtually from their homes across the world for educational challenges, judging and the Grand Final and prize giving. Finalists' collections were showcased in stunning pre-filmed videos.



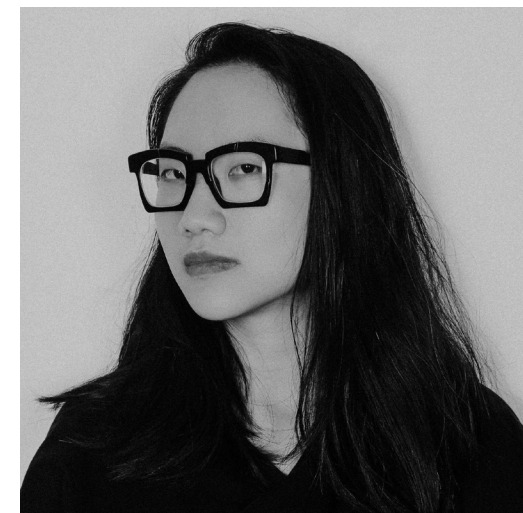
PRIZEWINNING TALENTS

In a competition first, we had two design categories - with standalone menswear and womenswear prizes offering valuable design experiences to our top Redress Design Award applicants with upcycling brand The R Collective and VF Corporation's Timberland.

"My experience with Timberland has given me a pragmatic and optimistic view of sustainability in the fashion industry, and continues to encourage me to experiment with the versatility of applied sustainable materials and practices."

- Le Ngoc Ha Thu (Vietnam), Redress Design Award 2020 Menswear Winner

Throughout the programme cycle we awarded 37 designers with prizes ranging from equipment, mentorships, design collaborations, marketing and exhibition exposure, retail opportunities, promotion on sales platforms and educational resources.



MAINSTREAMING SUSTAINABILITY

We partnered with Vogue Hong Kong - our Redress Design Award 2020 Finalists and All Star Alumni were featured online and in a 12 page spread in October's Sustainability issue. We also teamed up with Galeries Lafayette, Shanghai, to showcase all seven Alumni All Star Winners as part of their 'Fashioning The Change, Today and Tomorrow' campaign, reflecting a long-term commitment to pursue more sustainable retail.



FRONTLINE FASHION UNSTITCHED

Although our finalists weren't physically with us in Hong Kong, we didn't let that stop our annual docu-series, Frontline Fashion, from taking place. The series works to raise awareness to the public about the issues of fashion and the textile industry and champion those working to make positive changes via the Redress Design Award. Season 5 took on a shorter format as 'Frontline Fashion Unstitched' as we took our audiences to the homes of the 10 top designers spread across the world to follow their virtual journeys and share their passion and vision for a more sustainable industry.



OCTOBER

CAMPAIGNING FOR CHANGE

Due to COVID-19, it was necessary to change the format of our annual consumer campaign, Get Redressed Month. Key changes included cancelling our sort-a-thon volunteering event and changing the format of the clothing drive so that it was made available for everyone to access in public locations (as opposed to inside company offices/school grounds), with 66 collection boxes in multiple locations across Hong Kong in shops, restaurants, malls and major office building lobbies.

To help us refine and work towards our goals in Hong Kong, to reach more people and to fill the gaps in knowledge, we canvassed 1,000 members of the Cantonese-speaking Hong Kong public in partnership with Edelman Intelligence for our survey: 'Clothing Consumption, Usage and Disposal Habits in Hong Kong.'

NOVEMBER

GLOBAL EXHIBITION

We hosted an exhibition at the Forest Mall, in Mong Kok to showcase our Redress Design Award 2020 Finalists and Alumni All Stars, and in a Redress first we launched a 360° virtual exhibition to bring these talents' work to a wider global audience.



DECEMBER

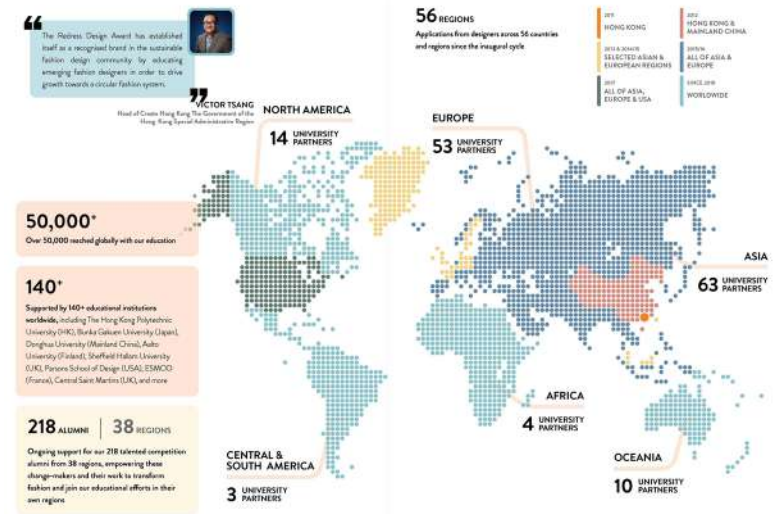
CELEBRATING EDUCATIONAL IMPACT

We released a report reflecting on the critical educational impact that the Redress Design Award has delivered in the past decade, including reaching some 50,000 individuals through activities across the years. Beyond being the world's largest sustainable fashion competition, the Redress Design Award is a platform to educate and empower emerging designers. As the industry's future voice, we endeavour to provide them with the tools they need to succeed, question, disrupt and create. In our education work we run workshops with educators, including a downloadable pack for use in their classes - by working with the educators, we can be sure to reach even more students globally.

THANK YOU FOR YOUR SUPPORT

Along with the passion and dedication of our team, it is the unwavering support and generosity of our sponsors, partners, donors, volunteers and friends that have helped us to overcome the challenges of 2020 and achieve all of the above. We are grateful and appreciative for every one of you who have contributed to these successes. If you would like to connect and collaborate with us, don't hesitate to reach out. We'd love to hear from you.

- Nissa Peng Cornish, Executive Director, Redress



KEY 2020 STATISTICS

434



Redress Design Award Circular Fashion Pathway Course registrations.

>5000



Individuals reached during Get Redressed Month via schools and businesses

28,000+

Views of the Redress Design Award Grand Final Show



10,700



visits to our updated online Redress Design Award LEARN platform

500



Employees from 11 corporate groups joined us for our Get Redressed Month Lunch & Learn sessions

3,000



students reached through 45 Circular Fashion school education activities

537



Designers reached through Redress Design Award lectures

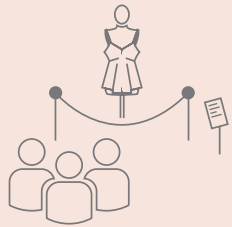
611,000+

Views of Frontline Fashion Unstitched



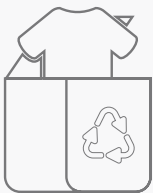
1.5 million+

Reached via Redress Design Award exhibitions

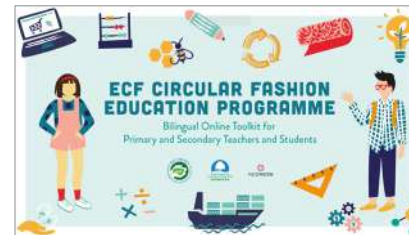


12.8

Tonnes of clothing collected through our Hong Kong takeback programme, and roughly 9 tonnes redistributed to our charity partners.



 WATCH



[Get Redressed Month Panel Discussion](#) - Fashion, Sustainability and COVID - The HK Outlook

An introduction to the ECF Circular Fashion Toolkit, in [English](#) and [Cantonese](#)

Our Redress Design Award docu-series [Frontline Fashion Unstitched](#)

The Redress Design Award [Grand Final Show](#)

Our new LEARN videos: [introduction](#), [Design for Longevity](#) and [Design for Recyclability](#)

READ

Our Redress Design Award Education [report](#)



Our Redress Design Award online [Magazine](#)



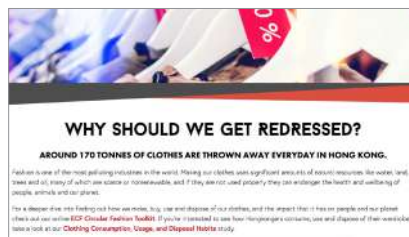
Our Get Redressed Month [Impact report](#)



Our [ECF Toolkit for teachers and students](#)



The findings from our [Consumer Survey](#)



Our first-ever [Virtual Exhibition](#)



Our introduction to the Redress Design Award [Alumni All Stars](#)



PLEASE SUPPORT US

If you are able to support our work cutting the waste out of fashion, a [donation](#) is much appreciated.

To enquire about partnership opportunities with Redress please contact hannah@redress.com.hk

THANK YOU FOR YOUR SUPPORT

A SPECIAL THANK YOU TO ALL OF THE PARTNERS THAT SUPPORTED US THROUGHOUT 2020 ACROSS OUR PROGRAMMES:

ADM Capital Foundation, Aigle, Athenasia, The Annex, Artstread, AsiaRay, Association of Fashion and Textile Courses, Banyan Workspace, Bloomsbury Publishing, Caelum Greene, CN Logistics, Common Objective, Connected Threads Asia, CreateHK, Crystal International Group LTD, DBS, DLA Piper, Edelman, Edelman Intelligence, Eden Travel International, emmanuel f, Environment and Conservation Fund, ESRAP, Fashion Clash, Fashion for Good, Gap Inc, The Green Tone, Green is the New Black Asia, Fashion Revolution, Fashion United, Fidelity, The Forest Mall, Fresh Accounting, Galeries Lafayette Shanghai, Global Fashion Exchange, Hecho x Nosotros, the Hive, the Hive Studios, Hong Kong Design Centre, HKTDC, Hula, Innisburg Charitable Foundation, JCDcaux, Jeeves, JUKI, KPMG, KMS, Levis, Li & Fung, Leticia Bishop Makeup Artist, The Mills, The Mills Fabrica, MTR, Nan Fung Group, Nectar, The Office of the Hon Felix Cheung, Peppermint, OnTheList, Pat Guzik, PizzaExpress, Popstar Cosmetics, Queen of Raw, The R Collective, RedBox Storage, Retykle, Soho House, Staiy,, Susan and David Rockefeller, The Sustainable Angle, Sustainable Fashion Business Consortium, Swire, Taiwan Textile Federation, TAL Group, Tencel, Tree, UPS, VF Corporation, Vestiaire Collective, Vogue, The Wild Lot, White & Case, Zé by Sankuanz.



ABOUT REDRESS

Textile waste - Prevention and Transformation

Redress is an environmental charity with a mission to prevent and transform textile waste to catalyse a circular economy and reduce fashion's water, chemical and carbon footprints. Our programmes work to change mindsets and practices to stop the creation of textile waste now and in the future, as well as creating systems and partnerships that generate and showcase value in existing waste. We achieve this in a number of different ways largely driven by two pillars:

Waste Prevention. We focus on educating and inspiring emerging designers, educators and industry experts. We achieve this via the Redress Design Award programme and the Circular Fashion Programme and the lectures, academies and talks we deliver. We create engaging educational material on our Redress Design Award LEARN and ECF platforms and we support a thriving network of emerging sustainable designers via our Redress Design Award Alumni Network.

Waste Transformation. We provide consumer solutions for unwanted clothing, through our Get Redressed Month, and Takeback programme. We provide companies with services for excess garments and workshops for corporates.

