

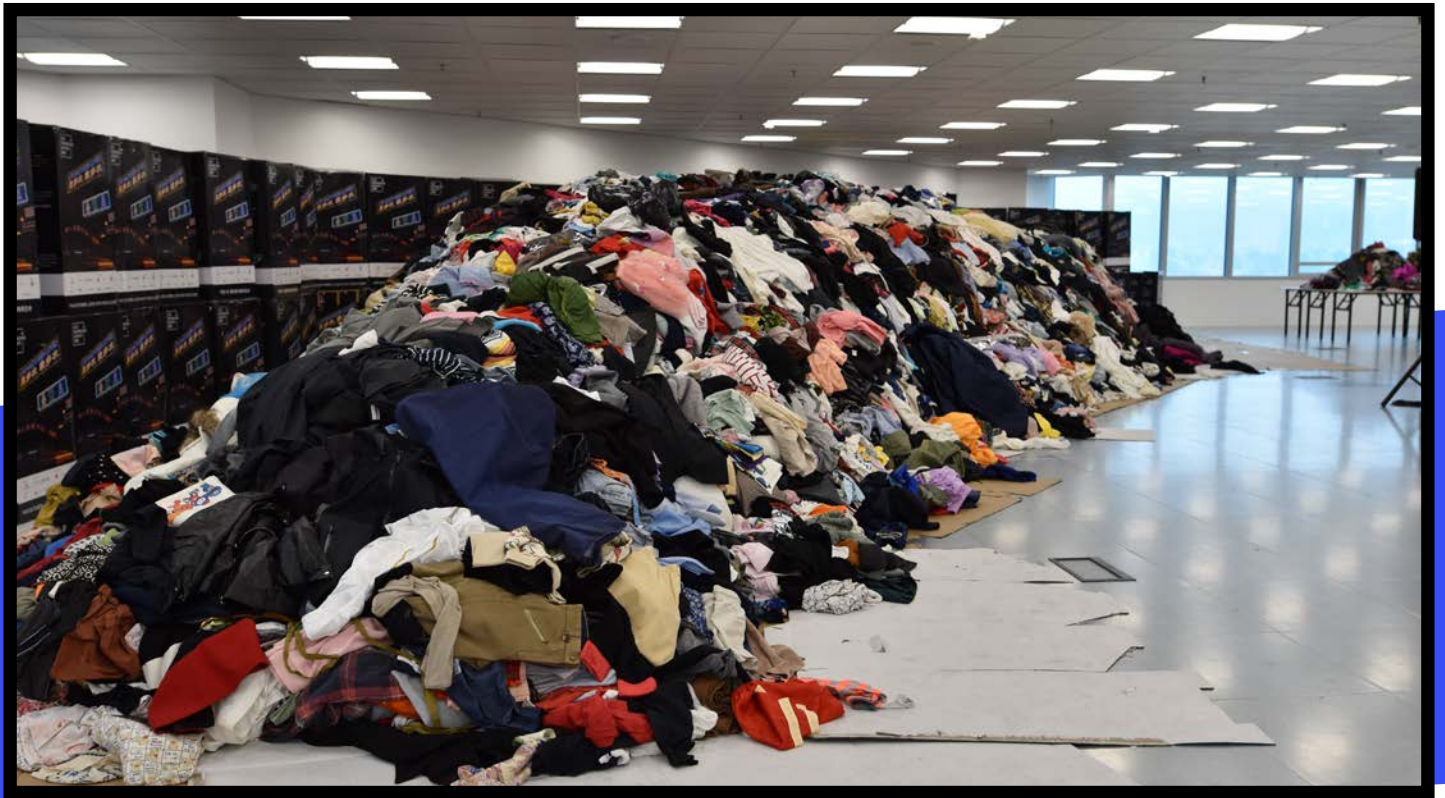
GET  
REDRESSED  
MONTH  
2024



JOIN  
*Get Redressed*  
MONTH!

SCHOOL  
ACTIVITY  
INFORMATION  
PACK  
2024

UPDATED DECEMBER 2023



## WHO IS REDRESS?

Redress is a Hong Kong-headquartered, Asia-focused environmental charity with a mission to accelerate the change to a circular fashion industry by educating and empowering designers and consumers so as to reduce clothing's negative environmental impacts. We work with various stakeholders to reduce clothing waste to landfill by increasing the reuse, resale and recycling of clothing.

## ABOUT GET REDRESSED MONTH

Since its launch in 2018, Get Redressed Month has been Hong Kong's largest consumer awareness campaign about circular fashion. Organised by Redress, this local, annual, month-long campaign gathers 100+ companies, clubs, organisations, schools, and the general public to raise awareness about the environmental impact of our clothing choices and shift attitudes and habits towards reducing clothing waste.

### PRICE AND APPLICATION PROCESS

No fee is required for school to participate in any of the activities of Get Redressed Month. Please sign up [here](#) and we will get in touch with you shortly. We are aware that school exams may lie in the month of May, all activities except Get Redressed Clothing Drive could be carried out earlier in April. If you have any questions, please contact us at [rachellau@redress.com.hk](mailto:rachellau@redress.com.hk).

### WHY SHOULD YOU PARTICIPATE?

Clothing is an essential element of our everyday life. But how much do you know about your clothes? According to the Hong Kong Government annual waste survey, a total of 404 tonnes of textile waste were being discarded into landfills daily in 2021, of which 50% is estimated to be clothing! Fashion is one of the most polluting industries, representing 4% of the global greenhouse gas emissions and using a huge amount of resources, with for example 20% of the global water wastage attributed to this industry. Taking part in this campaign is not only about reducing clothing waste but also a great opportunity for students to learn about environmental sustainability, and develop the critical skillset to become responsible citizens.



## WHAT'S IN THIS PACK?

Join the Get Redressed Clothing Drive →

Hold a Get Redressed Day →

Run your own Secondhand Pop-up Shop →

Invite Redress to Speak at Your School →

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Get Redressed Month has become an annual tradition at our school that's highly anticipated by parents, students and faculty. It's an opportunity for our students to learn more about the impacts of the fashion industry and it motivates them to make better choices when buying clothes. It has also become a fantastic leadership for our students who organize all of the promotion and volunteers for the events.

”

- Hong Kong Academy



# JOIN THE GET REDRESSED CLOTHING DRIVE

## HONG KONG'S LARGEST CLOTHING COLLECTION

Schools are welcomed to place the clothing collection box on campus. All materials, including collection boxes, marketing resources, and logistics will be provided by Redress. We will also share with schools our impact report so that students can learn about the social and environmental impact they created.

[SIGN UP HERE](#)

### WHAT KIND OF CLOTHING CAN WE COLLECT?

Items we accept: We accept any type and condition of unwanted clothing and fashion accessories (e.g. scarves, hats, bags) for men, women and children. While we accept stained, ripped and damaged items, please make sure that you wash any clothing first!

Items we DO NOT accept: School and company uniforms, mouldy items, shoes and home textiles (e.g. bed sheets, towels, duvet and cushion covers).

### WHERE DO THE CLOTHES GO?

After collection, clothes will be carefully sorted to be reused by Hong Kong local charity partners, resold at our secondhand store, The Redress Closet or downcycled. Find out more [here](#). Our processes aim to maximise the value of each item and keep good quality clothing in circulation for as long as possible, while minimising the possibility of clothes ending up in landfill whether in Hong Kong or abroad.

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# HOLD A GET REDRESSED DAY

An environmentally friendly non-uniform day to rethink our fashion consumption and celebrate alternatives to buying new, such as borrowing, swapping and buying secondhand. Invite your students to come wearing a secondhand item on the day.

You can organise your day to have a theme (like the ones on the right) or make your own! Invite students to further support our year-round educational work to reduce clothing waste entering landfills in Hong Kong, by making a small HK10 donation to Redress. Donations can be made by bank transfer or cheque. Do ask for a receipt if you need one. Contact [rachellau@redress.com.hk](mailto:rachellau@redress.com.hk) for more details.

## SUGGESTED THEMES INCLUDE:

- ❖ **Reuse:** Wear something you purchased secondhand, or borrowed from/swapped with a friend/family member
- ❖ **Repair:** Wear something that has been fixed, e.g. patched, altered, darned, new zips/buttons sewn back on
- ❖ **Restyle:** Wear something from your wardrobe that is styled in a refreshing and different way
- ❖ **Rewear:** Wear the oldest and most loved item in your wardrobe
- ❖ **Repurpose:** Wear something homemade or up-cycled clothes



# RUN YOUR SECONDHAND CLOTHING SHOP

A fun way for students to explore and understand the concept of reuse and resale. Students can choose to run their own secondhand pop-up shop for members of the school community, with proceeds donated to Redress. They can practise their business skills while making sure that good quality unwanted clothing gets a new life — a must for any sustainable fashion lover or budding entrepreneur!

Concerned that students lack experience in running events? Don't worry, we've got you covered! Once you have signed up, we will provide clear guidance on steps to organise a pop-up and material lists.





# INVITE REDRESS TO SPEAK AT YOUR SCHOOL

If you would like your students to learn more about the concept of circular fashion, sign up for our educational school talk! Redress has a team of experienced facilitators who are available to speak at your school.

Please note that school talk requests will be accepted on a first-come-first-served basis. In order to engage as many audiences as possible, a requirement for a minimum of 100 students is needed to arrange a school talk. Both Cantonese and English are available.

[SIGN UP HERE](#)





Of course, we always welcome teachers to use resources from our **Circular Fashion Education Toolkit** in their lessons to get your students engaged with fashion sustainability.





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**#GETREDRESSED**

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HAVE YOU SEEN OUR **CIRCULAR FASHION EDUCATION TOOLKIT?**  
CHECK OUT AT [REDRESS.COM.HK/ECF](https://redress.com.hk/ecf)