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**REDRESS DESIGN AWARD 2021 SEMI-FINALISTS ANNOUNCED,
SUPPORTING EMERGING SUSTAINABLE FASHION TALENT FROM ACROSS THE
GLOBE**

People's Choice Award voting now open until 8 May 2021 – winner to receive a guaranteed place in the 2021 Grand Final Show

[22 April 2021, Hong Kong] The Redress Design Award announces the semi-finalists of its 11th cycle – 30 talented sustainable designers from across the globe representing the future of fashion – and kicks off public voting today. This year, for the first time in the programme's history, the public has been invited as an official judge to determine via online vote one designer from the semi-finalists to directly enter the final round of the competition. The winner of this People's Choice Award will present their collection at the Grand Final Show in September 2021, alongside nine other finalists to be selected by an international panel of expert judges.

Organised by Redress and with Create Hong Kong of the Government of the Hong Kong Special Administrative Region as the Lead Sponsor, the Redress Design Award works to educate emerging designers about sustainable design strategies and put fashion game-changers in the global spotlight to accelerate the shift towards a circular fashion system. With 71% of consumers indicating a shift towards investments in higher-quality garments and a deepened interest in circular business models such as resale, rental or refurbishment following COVID-19⁽¹⁾, there has never been a more ideal time for the fashion industry to move.

Nissa Cornish, Redress Executive Director, says, "To truly make fashion a force for good, it is crucial to support emerging design talent in tackling complex environmental challenges in the global fashion industry. For us, this has always meant deeply embedding education into the Redress Design Award, through our extensive online courses, tools, events and resources, to help train the next generation of designers not just to reduce waste but to embrace circular fashion."

The Redress Design Award 2021 received applications from 58 countries and regions, with selected semi-finalists representing new regions including Nigeria and Latvia. Designers from Hong Kong, Mainland China, and the United Kingdom are also prominently represented among the thirty. The emerging designers impressed the regional judging panel with their understanding of circular design strategies, exceptional design skills, and shared vision to reduce fashion's negative environmental impacts.

"I was stunned by the quality of some of the proposals received. It is extremely exciting for me, as a designer, to see that young talent are truly re-building the role of the designer by having an holistic approach

to sustainable fashion”, shared Regional Judge and Redress Design Award Alumna, Camilla Carrara, Founder and Zero-waste Designer, ZEROBARRACENTO.

The 30 semi-finalists join the now 200-strong Redress Design Award Alumni Network, which provides ongoing support to designers as they develop their sustainable fashion careers, and will receive a selection of digital fashion books from Bloomsbury Publishing to support their development in designing for circularity. Next, these 30 semi-finalists will vie for a spot in the final 10, to be announced on 13 May 2021.

The coveted People’s Choice Award is now open for public voting until 8 May 2021. Find out more about this cycle’s semi-finalists and vote for your favourite at www.redressdesignaward.com/2021-semifinalists

The Redress Design Award 2021’s Semi-finalists are:

- Federico Badini Confalonieri, United Kingdom
- Nawoda Bandara, Sri Lanka
- Saskia Baur-Schmid, Australia
- Jessica Chang, Taiwan
- Ruwanthi Gajadeera, Sri Lanka
- Saraansh Gupta, India
- Purnima Jain, India
- Jin Pei-Wen, Taiwan
- Paula Keilholz, Germany
- Isabella Li Kostrzewa, United States of America
- Psy Lau, Hong Kong
- Jasmine Leung, Hong Kong
- Liu Jing, Hong Kong
- Liu Feng, Mainland China
- Ffion Martin, United Kingdom
- Andra Nistor, United Kingdom
- Tulika Ranjan, India
- Sofia Sanchez, United Kingdom
- Lucy Saunders, United Kingdom
- Lili Sipeki, United Kingdom
- Friederike Snelting, Germany
- Berivan Tomay, United Kingdom
- Sabine Viksne, Latvia
- Kristina Vyzaite, United Kingdom
- Wei Jia , Mainland China
- Felipe Wu, United Kingdom
- Xia Mingwei, Mainland China
- Xu YiDan, Mainland China
- Taofeeq Yahaya, Nigeria
- Sheeky Yue, Mainland China

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Editor’s Notes

- The Redress Design Award 2021 was open to emerging designers and students with less than four years’ professional experience from around the globe, focusing on womenswear and menswear fashion design. Finalists will be announced on 13 May 2021.
- The Redress Design Award 2021’s Regional Judges are:

- **Region 1:** Kriti Tula, Co-Founder and Creative Director, Doodlage; Queennie Yang, Creative Business Consultant and Former BoF China Editorial Director; Gloria Yu, Designer, Content Creator, Sustainability Advocate; Naomi Bailey-Cooper, Fashion Textiles Designer, Artist and Researcher; Jacinta Fitzgerald, Strategist: Sustainability, Materials and Circular Design at Make Good.
- **Region 2:** Olga Johnston Antonova, Founder REDSHIFT IN FASHION, Educator, Journalist; Esethu Cenga, Co-Founder and CEO, The Rewoven Co; Katie Dominy, Co-Founder and President, Artstthread; Camilla Carrara, Founder and Zero-waste Designer ZEROBARRACENTO and Alumna, Redress Design Award; Kévin Germanier, Founder, Germanier and Winner, Redress Design Award 2014/15.
- Details of the judges of the Redress Design Award 2021: www.redressdesignaward.com/2021/judges
- The Redress Design Award is run by environmental NGO, Redress, and supported by Create Hong Kong of the Government of the Hong Kong Special Administrative Region as the Lead Sponsor. Other key partners include VF Corporation, TAL Group, UPS, and Avery Dennison.
- Statistic (1) Source: CEO Agenda 2020 COVID-19 Edition, Global Fashion Agenda (2020).
- Explore more of the issues underpinning the Redress Design Award here: [Redress Design Award Additional Resources - The Issues](#)

About Redress (www.redress.com.hk)

Redress is a pioneering environmental charity working to prevent and transform textile waste in the fashion industry. Its dynamic programmes work to minimise the negative impacts of fashion, whilst promoting innovative new models and driving growth towards a more sustainable industry via the circular economy. Working directly with a wide range of stakeholders, including designers, manufacturers, brands, educational bodies, government and consumers, Redress aims to create lasting environmental change in fashion.

The Redress Design Award is the world's largest sustainable fashion design competition working to educate emerging fashion designers around the world about sustainable design theories and techniques in order to drive the shift towards a circular fashion system. By putting sustainable design talent in the global spotlight, the competition creates a unique platform for passionate and talented fashion game-changers to transform the global fashion industry and rewards the best with career-changing prizes to maximise long-term impact. Create Hong Kong of the Government of the Hong Kong Special Administrative Region is the Lead Sponsor of the Redress Design Award. www.redressdesignaward.com

About Create Hong Kong (www.createhk.gov.hk)

Create Hong Kong (CreateHK) is a dedicated agency set up by the Government of the Hong Kong Special Administrative Region in June 2009. It is under the Communications and Creative Industries Branch of the Commerce and Economic Development Bureau and dedicated to spearheading the development of creative industries in Hong Kong. Its strategic foci are nurturing talent and facilitating start-ups, exploring markets, and promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community. CreateHK has been sponsoring the Redress Design Award (formerly the EcoChic Design Award) since 2011 to promote Hong Kong's fashion design.

*Disclaimer: The Government of the Hong Kong Special Administrative Region provides funding support to the project only, and does not otherwise take part in the project. Any opinions, findings, conclusions or recommendations expressed in these materials/events (or by members of the project team) are those of the project organizers only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Communication and Technology Branch of the Commerce and Economic Development Bureau, Create Hong Kong, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.