



FASHION X SUSTAINABILITY



Redress is a Hong Kong-based environmental charity with a mission to **educate** and **empower** the fashion industry and consumers to reduce clothing's negative environmental impact by shifting to **circular solutions**.

Our programmes work to:

- Change mindsets and practices to reduce and eventually stop the creation of clothing waste
- Create systems and partnerships that generate and showcase value in existing clothing waste

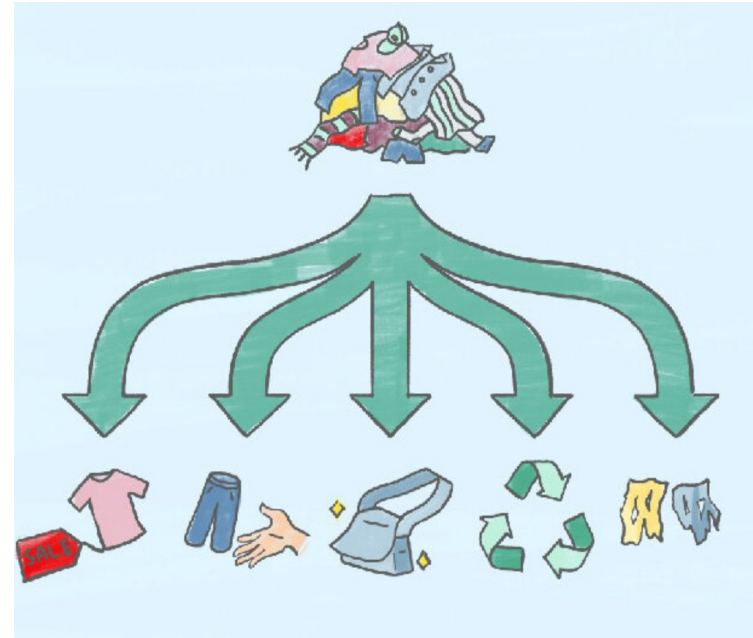


CORE PROGRAMMES



THE REDRESS DESIGN AWARD

Since 2011, educating designers and showcasing sustainable fashion design globally.



THE CIRCULAR FASHION PROGRAMME

Reducing clothing waste by increasing the reuse, resale and recycling of clothing in Hong Kong.



100,000,000,000
GARMENTS PER YEAR





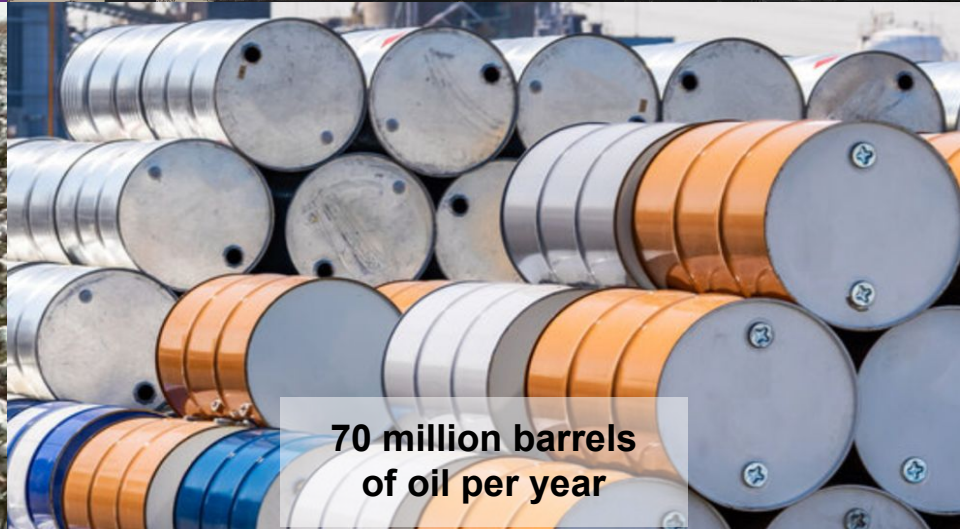
**2nd most polluting
industry in the world**



**10% of global
greenhouse gases**



**10sqm of land
for 1 pair of jeans**



**70 million barrels
of oil per year**



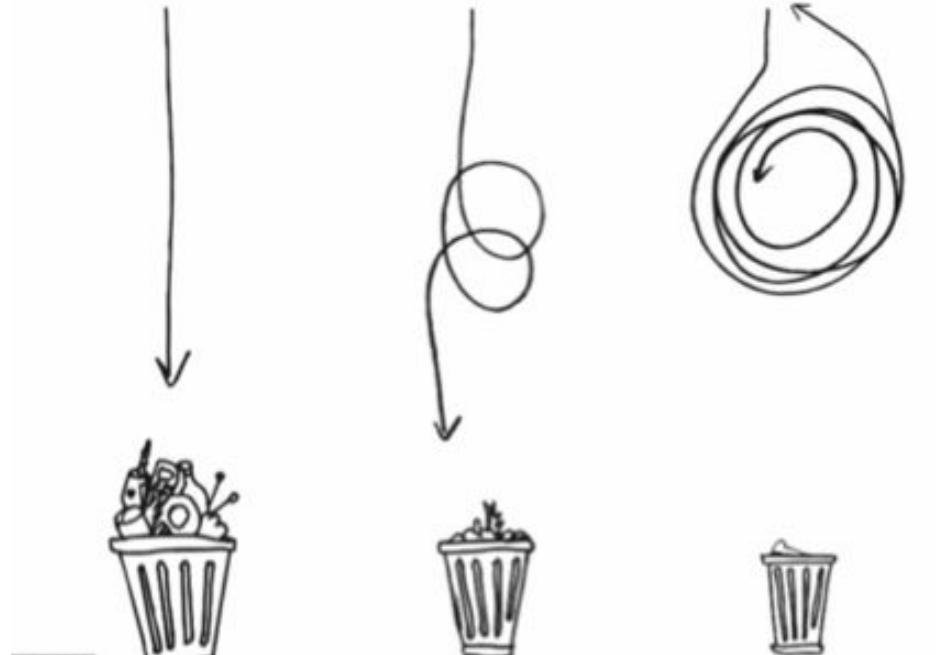
**1 garbage truck
per second**



**US \$100 billion
wasted per year**

CIRCULARITY: A SIMPLE SOLUTION, RIGHT?

Linear Economy Recycling Economy Circular Economy



THE BASIC PRINCIPLES

1. Design out waste and pollution
2. Keep products and materials in use
3. Regenerate natural systems

IT WON'T HAPPEN OVERNIGHT.

- Long, complex, silo-filled supply chains
- Limitations on currently-available technology
- Lack of relevant education for fashion industry/academia
- Lack of consumer pressure
- No widespread legislation, irrelevant regulations
- Perceived loss of revenue potential



THE GOOD NEWS

Fashion companies are increasingly embedding sustainability into the core of their business.



THE ACTION PLAN



1. The fashion industry needs to focus on what's best in the long term for people and the planet through shared objectives, putting aside its competitive mindset to accelerate a shift to circular practices.



2. The fashion education system must support and power this shift by providing the next generation of professionals with comprehensive, integrated sustainability education.

THANK YOU



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