

GET REDRESSED MONTH 2020

Campaign Impact Report | Prepared by Redress



WHAT WE ACHIEVED IN 2020

Our annual **Get Redressed Month** (GRM) has become one of our key vehicles for engaging with the public and educating them about keeping clothes in use for longer. Now in its third year, the month-long campaign is not only an opportunity for people to rethink their relationship with fashion, but also a chance for us to highlight the negative impact that the fashion industry has on the environment. After two successful campaigns, we were determined to overcome the challenges presented by Covid-19 and expand our reach through partnerships with corporates, brands and schools.

Overall, we engaged with **59** companies, brands and schools through GRM 2020. We placed **52 public collection points** in shopping centres, shops and restaurants in addition to the **14** points in schools and corporate businesses.



REDRESS GET REDRESSED MONTH 2020

JOIN GET REDRESSED MONTH 2020

39% of Hong Kongers have thrown away good clothing after wearing it only once.

Get Redressed Month encourages everyone to reimagine their wardrobes by reviving, restyling, rewearing and recycling clothes to make them last longer.

This October we're running a series of bilingual fun and educational activities across the city for companies and clubs, all focussed on extending the life of clothes and changing attitudes towards clothing to reduce fashion waste and the impact our wardrobes have on the environment.

CSR events your company/club can take part in this October 2020:

- Get Redressed Clothing Drive
- Get Redressed Day
- Volunteer Event: Get Redressed Sort-a-thon
- Lunch And Learn Talks by the Redress Team

Visit www.redress.com.hk/getredressed for more details and information on how to take part.

GET REDRESSED MONTH 2020 SPONSORS




"I REWEAR MY OLD CLOTHES BECAUSE THEY'VE BECOME LIKE MY OLD FRIENDS."

HARRIS SHAW



REDRESS GET REDRESSED MONTH 2020

39% OF HONG KONGERS THROW AWAY CLOTHING AFTER WEARING IT JUST ONCE

RE-STYLE

RE-USE

RE-CYCLE

#GETREDRESSED

FIND OUT HOW AT WWW.REDRRESS.COM.HK

GET REDRESSED MONTH SPONSORS



WHAT WE ACHIEVED IN 2020

GRM public awareness ramped up with a visually compelling social media campaign, involving local influencers and prominent figures, an industry study, and advertising in media including the SCMP, Localiiz and Liv Magazine. Communications and PR efforts focused on the core message of the campaign, 'Keep clothing in use for longer', but always included a clear call to action to encourage involvement such as taking unwanted clothing to a collection point, engaging in social media or taking part in one of our events.

The campaign also benefited from exceptional public exposure through awareness posters in **22 MTR stations** for two weeks of October on the Ma On Shan, West Rail Line and East Rail Lines.

Our first ever socially driven competition – **The Hunt** – was created to find the oldest and most treasured clothing in Hong Kong. Through Facebook, Instagram and The Get Redressed webpage, the public shared their stories to inspire others on why conscious purchase can lead to a long-term relationship with clothing.

We continued our work with schools and businesses to educate people on the impact of fashion waste on our environment. We conducted **35 talks** to businesses, organisations and schools both online and offline, reaching over **5,000 individuals** across a range of ages, demographics and income brackets.



Redress would like to take this opportunity to thank all GRM partners and sponsors; Tencel, Gap Inc, Li & Fung, Swire Properties, DBS Bank, KPMG, RedBox Storage, Fidelity International, Edelman and Edelman Intelligence, and HKJC for making this our most successful Get Redressed Month so far.

**GET REDRESSED
MONTH 2020
IN NUMBERS**



59
SCHOOLS &
BUSINESSES
INVOLVED



66
COLLECTION
LOCATIONS



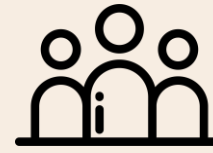
282
BOXES
COLLECTED



4
PUBLIC EVENTS



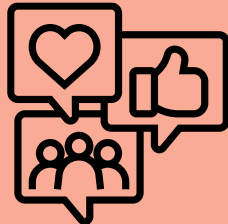
35
TALKS DELIVERED



>5000
INDIVIDUALS DIRECTLY
REACHED



42
ENTRIES TO THE
HUNT



140
STORIES SUBMITTED TO OUR
SCHOOLS COMPETITION



150%
INCREASE IN WEB TRAFFIC
DURING GRM COMPARED
TO PREVIOUS MONTH



27
PIECES OF
MEDIA COVERAGE



6.7M
ESTIMATED ONLINE & PRINT
MEDIA REACH

VISUAL CAMPAIGN

A big part of GRM 2020 was creating a consumer facing campaign that not only looked great, but also resonated with the general public in Hong Kong. We engaged a range of influencers and revamped the creative elements to maximize our reach through social media, digital advertising, MTR advertising and various other brand-led touch points. Created in both English and Chinese, the visuals were also used in our communications with businesses and schools.

In addition to traditional advertising, we asked all partners and stakeholders to amplify the messages of the campaign, through their own social media and internal communications.

SOCIAL CAMPAIGN

SCHOOL ENGAGEMENT

JOIN GET REDRESSED MONTH 2020
39% of Hong Kongers have thrown away good clothing after wearing it only once.

Swapped with my BFF
Borrowed
Bought second-hand
Loved this for ages

Get Redressed Month encourages everyone to maximize their wardrobes by mending, reusing, re-wearing, and recycling clothes to make them last longer.

This October we're running a series of bilingual fun and educational activities across the city for local and international schools, all focused on extending the life of clothes and changing attitudes towards clothing to reduce fashion waste and the impact our wardrobes have on the environment.

Fun and educational events your school can take part in this October:

- Get Redressed Clothing Drive
- Get Redressed Day
- Get Redressed Short Story Competition
- Run Your Own Secondhand Shop
- Invite Redress to Speak at Your School

Visit www.redress.com.hk/getredressed and download our Schools Activity Pack for more details.

GET REDRESSED MONTH 2020 SPONSORS: Tencel, Gap Inc., U+FLUNG, DBS, Edelman, Fidelity, KPMG

SCHOOL ACTIVITY PACK

GET REDRESSED MONTH 2020 SPONSORS: Tencel, Gap Inc., U+FLUNG, DBS, Edelman, Fidelity, KPMG

Redress
Published by Buffer · 1 October · 0

再見也不必傷心！這個 #GetRedressed 月，給你不再棄舊的衣袋 Redress，給衣物第二次生命，我們會仔細整理收到的所有衣袋，衣袋將會在本地轉賣，被重新利用和回收。 試試以下方法，了解更多參與活動的資訊。 我們的Get Redressed 回收衣物行動的回收箱可以在以下地點找到: American Vintage, O2 Place, Gap, @Hobbs.hk, IKEA 宜家家居, Nature Discovery Park, On The List, Pizzapress Hong Kong, RedBox Storage 紅盒儲物室, @RueMadameworld, Timberland, HULA, The Mitty Fabrica 萬華作坊, @TheWildLot, TKO Plaza 將軍澳廣場, WackyWhistles.hk, ... See more

See translation

Drop clothes for re-use here

GET REDRESSED CLOTHING DRIVE

TAKE RESPONSIBILITY
ALWAYS REWEAR
HELP TO RECYCLE
LET'S REIMAGINE
TIME FOR A RESTYLE

1,115 People reached
83 Engagements
Boost Post

Redress
Published by Buffer · 9 October · 0

「對Vintage衣物的第一個記憶是與父母的舊衣物，我發現它們是獨特和注重細節的，到訪日本時，我發現了很多非常特別的吉普車，我喜歡其他購物者將他們的風格拼在一起，做發我將獨特的配飾帶回香港，我喜歡帶給其他人搭配二手衣物的靈感。」 - Iolo 分享她的故事。 參與 #GetRedressed 緊湊月活動，讓你的衣袋不再被浪費。 搭配二手衣物可以減低你的碳足印，你衣袋中擁有最悠久歷史及仍然愛用的衣服是什麼？它背後又有什麼故事？與我們分享吧！並有機會在 #GetRedressed 尋找香港最悠久衣物活動贏取現金券。 點按我們的連結以了解更多。 <https://www.redress.com.hk/getredressed/thehunt>

攝影: @stephinitengy... See more

See translation

444 People reached
44 Engagements
Boost Post

Redress
Published by Buffer · 28 September · 0

今天，我們正式揭開「尋找香港最悠久衣物」故事招募活動！👏👏👏 由今日起至2020年10月30日，依循以下簡單步驟參加活動，即有機會贏取HULA 禮券，在二手時裝店平台發現自己的新款。Redress團隊將挑選出15個最真誠發性的故事：

頭獎 (3名)：各帶張\$350HULA 禮券
二獎 (7名)：各帶張\$350HULA 禮券
三獎 (5名)：各帶張\$350HULA 禮券

Today, we officially launched the "Finding the oldest clothing in Hong Kong" story recruitment campaign! 🎉🎉🎉 From today until October 30, 2020, follow the simple steps below to win a HULA gift voucher to discover your own new party on the second-hand fashion store platform. The Redress team will pick out the 15 most inspiring stories:

Tou (3 people): \$350 Hula Gift Certificate each
7 Prize (7 people): each zhang \$350 hula gift certificate
D... See more

Hide Translation · Rate this translation

20,523 People reached
554 Engagements
Boost Post

COLLECTION BOXES

JOIN GET REDRESSED MONTH 2020

39% of Hong Kongers

Get Redressed Month encourages everyone to maximize their wardrobes by mending, reusing, re-wearing, and recycling clothes to make them last longer.

This October we're running a series of bilingual fun and educational activities across the city for local and international schools, all focused on extending the life of clothes and changing attitudes towards clothing to reduce fashion waste and the impact our wardrobes have on the environment.

Visit www.redress.com.hk/getredressed for more details and information on how to take part.

GET REDRESSED MONTH 2020 SPONSORS: Tencel, Gap Inc., U+FLUNG, DBS, Edelman, Fidelity, KPMG

CORPORATE INVITATION

GET REDRESSED CLOTHING DRIVE

HOW CAN YOU REVIVE YOUR CLOTHING RATHER THAN THROWING IT AWAY?

TAKE RESPONSIBILITY
ALWAYS REWEAR
HELP TO RECYCLE
LET'S REIMAGINE
TIME FOR A RESTYLE

GET REDRESSED MONTH 2020 SPONSORS: Tencel, Gap Inc., U+FLUNG, DBS, Edelman, Fidelity, KPMG

Redress
GET REDRESSED MONTH 2020

有39%的香港人曾扔掉只穿過一次的衣物

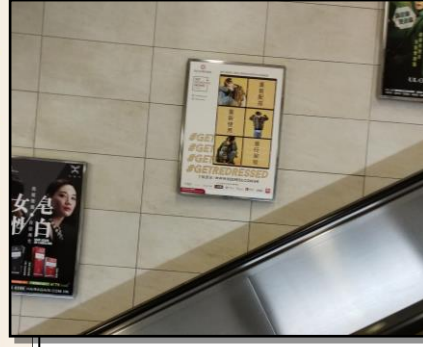
重新配搭
重新使用
進行回收

#GET
#GET
#GET
#GETREDRESSED

了解更多: WWW.REDDRESS.COM.HK

GET REDRESSED 緊湊月贊助機構: Tencel, Gap Inc., U+FLUNG, DBS, Edelman, Fidelity, KPMG

紅盒儲物室品牌廣告
The advertising content is sponsored by RBX



MTR POSTERS

PARTNER & INFLUENCER SUPPORT

Dream Impact 夢創成真
September 7 at 10:02 PM · 🌐

Get Redressed Month is just around the corner!

Did you know? 39% of Hong Kongers have thrown away good clothing after wearing it only once - and we all need a nudge.

Lucky for us we have **Redress** and a series of events and activities to inspire us to revive, restyle, rewear and recycle clothes to make them last longer.

Find out more: <https://www.redress.com.hk/getredressed/2020>

你知道嗎? 39%的香港人曾扔掉只穿過一次的衣服

幸好, 我們有 **Redress** 和他們即將舉行的一連串活動, 提醒和啟發我們重新設計、穿戴、回收時裝, 令本來會被送到堆填區的服裝復活。

了解更多:

<https://www.redress.com.hk/updates/2020/7/21/update-october-get-redressed-month>



IKEA 宜家家居
30 September at 21:00 · 🌐

面對全球氣候變化, 延長物品的壽命變得非常重要。IKEA 同埋本地環保慈善機構 **Redress** 在永續的理念上不謀而合, 首次參與「Get Redressed 關注月」活動成爲衣服收集點。您可以將清洗乾淨呢女裝袋、童裝、時尚配飾放到IKEA各分店嘅 Get Redressed 衣物回收箱, 一賞爲全球氣候變化而出一分力。

收到嘅衣物將會由義工仔細分類, 送到聖雅各福群會兩綠色商店Green Ladies義賣, 部份會轉贈到多家本地慈善機構, 剩餘嘅衣物將會安排妥善回收。

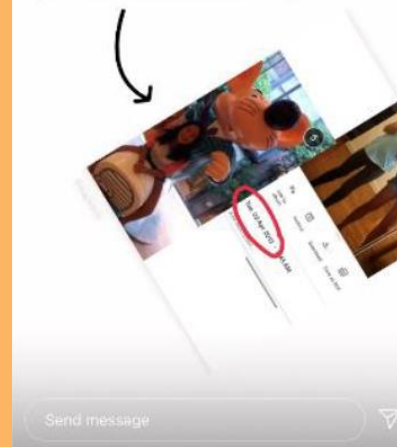
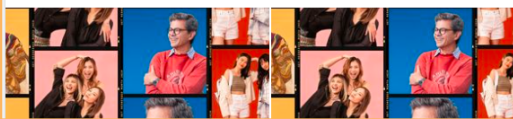
活動詳情: <https://bit.ly/30KRMZw>

Prolong product life is such an important climate action in our everyday life. IKEA shares the vision with the local environmental charity **Redress**, and we are delighted support the Get Redressed Month campaign to keep clothing in use for longer.

During October drop off your unwanted and cleaned men's, women's and children's clothing and fashion accessories at the Get Redressed Clothing Collection Boxes in our stores. All clothing received will be carefully sorted for resale, reuse by local charities and recycling.

Find out more at <https://bit.ly/30KRMZw>

See translation



D2 Place
15h · 🌐

#衣服去哪兒
天氣開始轉🍂, 衣物都要跟住轉🍂~多啲出啲嘜衫褲🍂 點算好? D2 Place專登搵Redressed合作, 喺商場設置回收點, 為舊衫賦予新生命🍂! 咁有意義, 快啲執好舊衫嚟搵我地啲入🍂

活動詳情 | Redressed回收點
地點: D2... See more

See translation



PizzaExpress Hong Kong
31m · 🌐

唔講唔知, 原來有三成時裝最後會被遺棄到堆填區🍂 今個月嚟我地指定嘅分店, 可以捐出舊衫支持我哋長期合作夥伴 **Redress** 嘅「Get Redressed 衣物回收行動」🍂

Get Redressed 關注月鼓勵大家重新配搭、重著或者交換衣物🍂, 唔止可以令你有個新look, 仲可以延長衣服🍂 嘅壽命。對🍂好啲, 唔得唔好啱, 一齊嚟 #GetRedressed

收集箱設於以下分店: V City、荃灣廣場、形點、青衣城、K11、奧海城、Fashion Walk PizzaExpress Lab、康怡廣場、將軍澳中心、黃埔及愉景廣場

Did... See more

See translation



CONSUMER STUDY

Clothing Consumption, Usage and Disposal Habits in Hong Kong

To help people better understand the magnitude of the issues we raise during GRM, and increase our understanding of changing opinions and behaviors, we commissioned our first consumer study titled, “Clothing Consumption, Usage and Disposal Habits in Hong Kong”. Created in partnership with **Edelman Intelligence**, the study revealed some of the habits that lead to our increasing waste problem.

According to the study of 1000 people in Hong Kong, two in five of us only hold on to clothing for one year or less and when we don't want it anymore, a third of us will put it in the bin rather than making sure it gets another life.

Those surveyed cited discounts as the number one purchase trigger for buying clothes. The report also highlighted that almost one third of clothes in our wardrobes are never or rarely worn, with impulse buying and purchasing clothing in the wrong style or size being the other key reasons behind unused clothing items in closets. According to our data two-thirds of us have changed our clothing consumption behaviour because of Covid-19.

Perhaps unsurprisingly, we spend more money than most countries on our clothing. We set aside 11% of our monthly expenditure on fashion...that's more than we spend on health or education!



SOCIAL CAMPAIGN THE HUNT

In response to the ugly truths highlighted in our consumer study, for this GRM we wanted to celebrate the clothes that have stood the test of time.

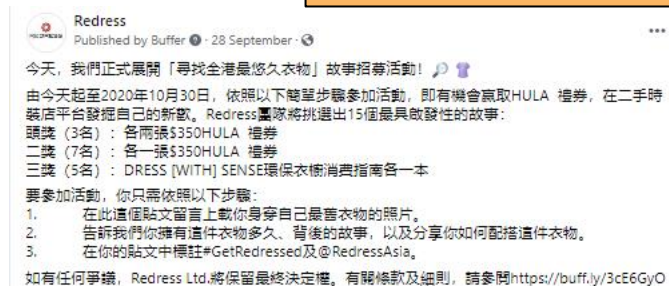
The Hunt was GRM's social media competition, designed to uncover the city's oldest and most cherished items.

From a knitted children's hat passed down from generation to generation to a silk dress that had been on a world tour with three different owners and a vintage velvet jacket created in the 70s by a local designer, we were overwhelmed by beautiful stories told through Facebook and Instagram.

Overall, we received more than 40 entries, further amplifying our message about buying quality clothes that can continue to be worn again and again.

[View all of our winners](#) and runners up.

ENTRIES VIA FACEBOOK & IG



Redress
Published by Buffer · 28 September ·

今天，我們正式展開「尋找全港最悠久衣物」故事招募活動！👏👏
由今天起至2020年10月30日，依照以下簡單步驟參加活動，即有機會贏取HULA 禮券，在二手時裝店平台發掘自己的新歡。Redress團隊將挑選出15個最具啟發性的故事：
頭獎 (3名)：各兩張\$350HULA 禮券
二獎 (7名)：各一張\$350HULA 禮券
三獎 (5名)：DRESS [WITH] SENSE環保衣櫥消費指南各一本
要參加活動，你只需依照以下步驟：
1. 在此這個貼文留言上載你身穿自己最喜衣物的照片。
2. 告訴我們你擁有這件衣物多久、背後的故事，以及分享你如何配搭這件衣物。
3. 在你的貼文中標註#GetRedressed及@RedressAsia。
如有任何爭議，Redress Ltd.將保留最終決定權。有關條款及細則，請參閱<https://buff.ly/3cE6GyO>

This October, we're kicking off a city-wide hunt for Hong Kong's oldest piece of clothing still in use for #GetRedressed Month in celebration of the stories around these clothes and inspire others to extend the lifespan of our clothes. 👏👏👏

From today until 30 Oct 2020, follow the simple steps below for a chance to win a gift voucher from @joinhula – another way of buying pre-loved clothing. The Redress team will pick 15 winners who share the most inspiring stories.

First prize (3 winners): 2 x \$350 HULA voucher each
2nd prize (7 winners): 1 x \$350 HULA voucher each
3rd prize (5 winners): 1 x DRESS [WITH] SENSE - Redress' consumer guide e to keeping a more environmentally friendly wardrobe

To enter, you need to:
👉 Upload a photo of you in your oldest piece of clothing in the comment section of this post.
👉 Tell us how old this item is, a story about it, and how you style it now.
👉 Tag #GetRedressed and @RedressAsia in your post

Redress Ltd. reserves the right of final decision in case of any dispute. Terms and conditions apply: <https://buff.ly/3cE6GyO>

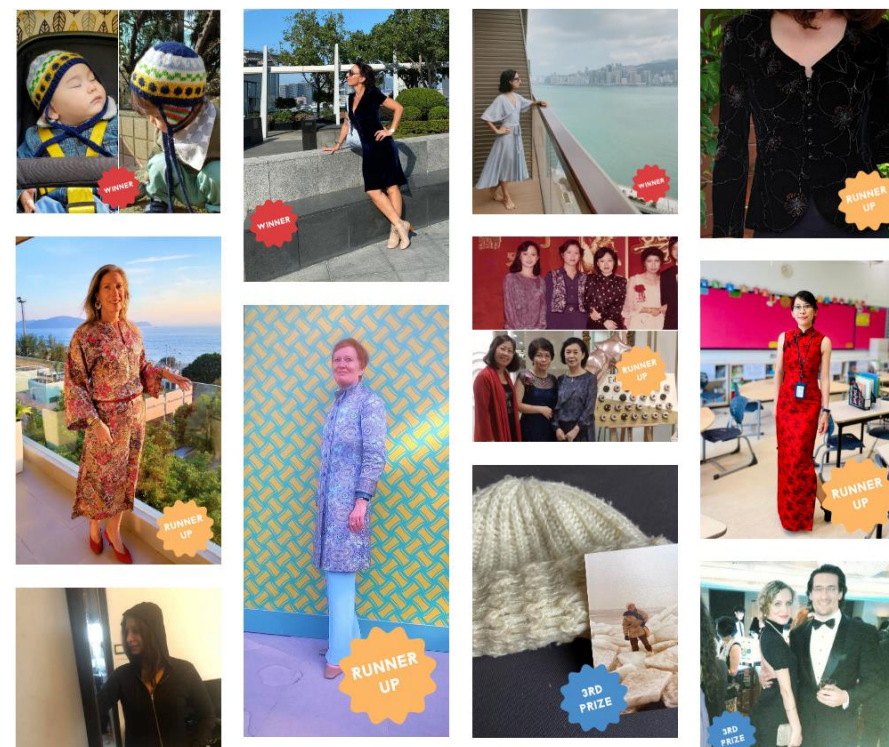
See translation



GET REDRESSED MONTH 2020 THE HUNT

尋找全港最悠久衣物 #GetRedressed

TELL US THE STORY BEHIND YOUR OLDEST PIECE OF CLOTHING STILL IN USE
分享你最動人的舊衣故事

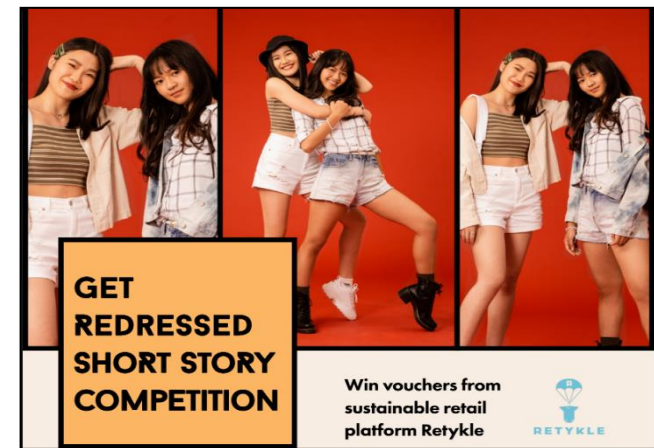


CHANGING BEHAVIOURS THROUGH EDUCATION

By engaging with schools and businesses we directly spoke to more than 5,000 individuals during GRM. **500 employees** from **11 corporate groups** joined us for our fun and interactive Lunch & Learn sessions while we also conducted **14 talks** to **3,000 primary and secondary students** in both local and international schools across Hong Kong. GRM speakers were also involved in **5 other speaking opportunities** including ReThink, Think Ocean and KGV NGO Fair. These had a **combined audience of over 1,500**.

By giving businesses and brands the tools to run their own Get Redressed Days and other activities, our messages reached more people than ever before. Employees had fun, dressing up in their oldest and more unique items of clothes, while also raising money for Redress.

While much of the engagement was done online this year, schools still formed a vital communications channel for GRM. Through advocacy and education, we endeavor to inspire the younger generation to change behaviors through talks and activities. In 2020 Redress also launched the **ECF Circular Fashion Education Programme**, a toolkit full of free, online resources and exercises that support learning about sustainability in the fashion industry. For GRM we invited school children to take part in our short story competition. We received **140 stories** across three age categories and were blown away by the creativity and positive approach of the children who took part.



EVENTS TO INSPIRE POSITIVE CHANGE

For GRM 2020 we had to change our usual approach to hosting live events. We still wanted to ignite conversations among industry players and encourage behavioral change among the public, so this year events were hosted online.

Raising Conscious Consumers with Retykle



Parents had the chance to learn about sustainable fashion choices alongside their children. The online/offline event covered topics including issues in the fashion industry, how to dress your children sustainably, wardrobe edits, what to do with unwanted clothes, and engaging your children in sustainable shopping.

Denim upcycling workshops

We ran two workshops (one in English and one in Chinese) via Zoom with HULA founder Sarah Fung, founder of Basics For Basics Kayla Wong, [Redress Design Award](#) Alumnus and fashion designer Jesse Lee and founder of Sew on Studio social enterprise Winsome Lok. 75 participants were guided through three easy to apply embroidery techniques to breathe new life into old denim items.

Panel discussion: Fashion, Sustainability and Covid-19

We brought together our founder, Christina Dean, Aamir Sakhia, COO of Lane Crawford and Alice Riley-Smith, the Commissioning & English Content Editor at Vogue HK for an open and honest dialogue around the future for sustainability in fashion in a post-Covid-19 world? More than 80 people joined the Zoom session moderated by designer and sustainability advocate, Gloria Yu to hear what these industry experts had to say.



CLOTHING DRIVE

As an NGO with an environmental mandate, collecting secondhand clothes for redistribution isn't a primary objective for Redress. However, we want people to understand there are ways to give their old clothing a second life. One of the most visible elements of our campaign is our annual clothing collection. By putting collection boxes in 52 locations with high footfall this year, GRM received more external exposure as well a huge amount of secondhand clothing.

With the Covid-19 pandemic impacting much of our work, we could not host a public sort-a-thon like 2019, however at the time of writing we are working to sort the clothes to redistribute to charities throughout Hong Kong and sell our next pop-up in Q1 of 2021.



THANK YOU TO OUR PUBLIC COLLECTION PARTNERS

**A BIG THANK YOU
TO OUR SPONSORS**



SUPPORTING ORGANISATIONS

