

THE REDRESS FORUM 2015

TUESDAY 20 JANUARY 2015
THE BRITISH COUNCIL, 3 SUPREME COURT RD, HONG KONG

This free-to-attend one-day educational event will provide fashion industry professionals and academics with the inspiration, information and tools to implement sustainable practices into their design and business activities. The Forum's Master classes, Keynotes and Panels will give participants the opportunity to learn from the world's thought-leaders and experts in the fields of sustainability in fashion design, retail and marketing. With this exciting event, we don't just want to talk about it, we also want to drive ideas and deliver tools to do it.

PROGRAMME

8.30 **Registration**

9.00 **Welcome** by *Christina Dean, Founder and CEO, Redress*

9.05 **Keynote: Fashion and the Environment** with *Christina Dean, Founder and CEO, Redress*

Sustainable fashion advocate, Christina Dean, will set the scene on today's fashion industry, casting a light on the industry's shocking contribution to the global environmental crisis and igniting the desire for change.

9.20 **Master class: Zero-waste Design** with *Dr. Alison Gwilt, Reader in Fashion and Sustainability, Sheffield Hallam University*

Author and thought-leader, Dr. Alison Gwilt, will share her expertise on the sustainable design technique zero-waste, including how to get started, top tips and inspiring case studies. This will be followed by an interactive group activity to allow participants to put their theory into practice. This is a unique opportunity to receive practical knowledge on waste minimisation from this global industry pioneer who has written extensively on the topic.

10.25 **Coffee break** (*provided*)

10.55 **Master class: Up-cycling Design** with *Orsola de Castro, Co-founder, From Somewhere, Co-founder and Curator, Estethica*

Sustainable fashion designer and industry pioneer, Orsola de Castro, will share her expertise on the sustainable design technique up-cycling, including how to get started, top tips and inspiring case studies. This will be followed by an interactive group activity to allow participants to experiment by combining their creativity with textile waste. This is a chance to get practical and industry insight from this up-cycling expert who has produced for both the niche and mass markets herself.

12.00 **Lunch** (*light lunch provided*)

13.00 **Master Class: Reconstruction Design** with Nin Castle, Founder and Creative Director, Goodone

Sustainable fashion designer and entrepreneur, Nin Castle, will share her expertise on the sustainable design technique reconstruction, including how to get started, top tips and inspiring case studies. This will be followed by an interactive group activity to allow participants to brainstorm design solutions onto clothing waste. This is a chance to get practical and industry insight from an inventive expert in the field.

14.05 **Panel: Turning textile sourcing on its head**

Sourcing textiles is a key aspect of the designer's toolbox and a vital determinant that can spell success or self-destruction of their design. But faced with an increasingly challenging textile supply – caused by extreme strains on natural resources, volatile raw material costs and increased competition to grow food above fibres – fashion designers wanting to stay ahead of the sourcing curve must develop creative solutions to source. Pioneers are turning sourcing on its head, delving into the wealth of textile 'waste' that increasingly flows from factories and cascades from closets as they become creatives, environmentalists and opportunists. But is sourcing textile waste a viable design and business solution? We hear from experienced designers and entrepreneurs about the highs and lows of resourceful sourcing. This panel will address:

- *Is sourcing textile waste an untapped economic and environmental opportunity?*
- *How is sourcing textile waste different from sourcing new textiles?*
- *Does sourcing textile waste limit the design, production or retail?*
- *Do consumers want to wear textile waste?*

Speakers:

- Nin Castle, Founder and Creative Director, Goodone
- Orsola de Castro, Co-founder, From Somewhere, Co-founder and Curator, Estethica
- Joyce Wong, Co-founder, Wan & Wong Fashion

Moderator: Christina Dean, Founder and CEO, Redress

14.45 **Coffee break** (provided)

15.00 **Panel: The profits and the pitfalls of retailing sustainable fashion**

Fashion buyers have the ultimate power to get sustainable fashion out into the market and they act as a unique bridge between the designer's studio and their consumer's wardrobe. What one buyer thinks can change careers and influence the path for sustainable fashion retail. But are sustainable fashion brands grabbing buyers' attention? We hear from experienced buyers of luxury to mainstream sustainable fashion for both local and online retailers about the challenges and opportunities that buyers experience when bringing sustainable fashion to market. This panel will address:

- *What are the factors for success when assessing sustainable fashion brands for retail?*
- *What are the main challenges with buying sustainable fashion pieces?*
- *What advice would you give sustainable fashion brands trying to sell their pieces?*
- *How can retailers use their influence to create lasting change in the shopping landscape?*
- *How are consumers responding to these 'new' sustainable products on the market?*

Speakers:

- Arnault Castel, Founder, kapok
- Rachel Dussell Chamberlain, Product Manager and Buyer, PhatRice
- Tania Reinert-Shchelkanovtseva, Co-founder, A Boy Named Sue

Moderator: Joanne Ooi, CEO, Plukka.com

15.45 Panel: Going beyond the design

Fashion consumption and the desire for fashion relies on a brand's ability to portray their brand in an appealing and unique way and to connect with the consumer through marketing. Perhaps nowhere truer is the need for good storytelling than with the marketing of sustainable fashion. But with increasingly savvy and sometimes sceptical consumers, how can sustainable fashion brands market their pieces so as to hit their consumer in the right place? We hear from some experienced voices in marketing and media about their challenges and triumphs in conveying brands' sustainability stories to the consumer. This panel will address:

- *Is there increased consumer interest in hearing about brands' sustainable stories?*
- *Is marketing sustainable products different from conventional products?*
- *What are the dos and don'ts of successful storytelling for a sustainable product?*
- *What advice would you give sustainable fashion brands trying to market their designs?*

Speakers:

- Damien Deroncourt, Non-Executive Chairman, John Hardy
- Leaf Greener, Fashion Stylist, Creative Consultant, Art Director and Fashion Filmmaker
- Jing Zhang, Fashion Editor, South China Morning Post

Moderator: Joanne Ooi, CEO, Plukka.com

16.25 Closing remarks by Christina Dean, Founder and CEO, Redress

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SPEAKERS (IN ALPHABETICAL ORDER)



Arnault Castel, Founder, kapok

Arnault Castel is a fashion expert, shop chain owner and brand manager with extensive Asian consumer goods and retail knowledge. In 2006, he founded kapok, the renowned store chain focusing on designers and brands geared towards quality craftsmanship and creativity, which today has 13 stores in four countries, Hong Kong, Japan, Singapore and Taiwan. Previously, Arnault was in charge of the development of the Lomography brand in Asia. Arnault is also the Co-owner and Director of Working Unit Limited, which has exclusive distribution of 10 lifestyle brands in Asia.



Nin Castle, Founder and Creative Director, Goodone

Nin Castle is a London-based British-inspired fashion designer and the 2006 founder of multiple award winning independent fashion label, Goodone. Nin specialises in up-cycling and is famed for innovatively combining reclaimed textiles with new, locally produced British and sustainable fabrics. Her systematic approach to sustainable design has seen her launch collections for Topshop and Tesco.



Orsola de Castro, Co-founder, From Somewhere, Co-founder and Curator, Estethica

Orsola de Castro is a renowned sustainable fashion designer from the UK. She co-founded From Somewhere, the revolutionary sustainable fashion label that utilises pre-consumer textile waste, in 1997. She has since created up-cycled collections for both the niche and mass markets, including Tesco and Topshop. In 2006, she co-founded Estethica, the sustainable fashion trade fair at London Fashion Week, which she continues to curate today.



Christina Dean, Founder and CEO, Redress

Christina Dean is a sustainable fashion advocate who founded Redress in 2007 in Hong Kong. She is a regular speaker at seminars and she contributes opinion pieces and editorials to a wide range of magazines. She has received numerous recognitions, including Coco Eco's '2010's Most Influential Women in Green' and by UK Vogue as one of the UK's 'Top 30 Inspirational Women'. Previously, Christina was an award winning journalist and a practicing dentist.



Damien Deroncourt, Non-Executive Chairman, John Hardy

Damien Deroncourt is a renowned sustainable luxury business thought-leader who has been with John Hardy since 2003. During this, Damien has played an integral role in the brand's evolution into a global pioneer in Sustainable Luxury™ by incorporating environmental accountability, social responsibility and cultural preservation into the brand. In addition, John Hardy is dedicated to putting its CSR promises into action and to-date has planted 900,000 bamboo seedlings in Bali to offset the company's carbon emission. Damien has lived in Hong Kong for the past 20 years and is an INSEAD MBA graduate from France.



Rachel Dussell Chamberlain, Product Manager and Buyer, PhatRice

Rachel Dussell Chamberlain is a buyer for ethical products. At PhatRice, the international e-commerce retailer of socially and environmentally responsible consumer products, which is the first of its kind in Hong Kong, she manages products and buying. Rachel also develops partnerships with designers spanning several product categories. Rachel's background was in non-profits and responsible companies and she studied Environmental Studies at the University of Washington in Seattle.



Leaf Greener, Fashion Stylist, Creative Consultant, Art Director and Fashion Filmmaker

Leaf Greener is an influential fashion creative. Following graduation in fashion design from Raffles Design Institute, Leaf's successful styling career spanned several fashion publications before she joined ELLE China as Senior Fashion Editor in 2008 for six years. Since then, Leaf has been widely featured on street-style fashion blogs, including Garance Dore and The Sartorialist, and in international publications, including New York Magazine, Vogue Australia, The Daily Telegraph and ELLE US. She was listed in Business of Fashion 500 'People shaping the global fashion industry 2013'.



Dr. Alison Gwilt, Reader in Fashion and Sustainability, Sheffield Hallam University

Dr Alison Gwilt is a fashion design academic, consultant and researcher exploring the integration of sustainable strategies across the lifecycle of fashion products. Her books include Shaping Sustainable Fashion (co-edited with Timo Rissanen), A Practical Guide to Sustainable Fashion (Bloomsbury 2014) and her forthcoming book, Fashion Design for Living. Alison holds a BA (Hons) Fashion & Textiles Design from Central St Martins College of Art in London, a PhD from RMIT University, Melbourne, and she has worked in academia in the UK, New Zealand and Australia. She currently holds the post of Reader in Fashion and Sustainability in the Art and Design Research Centre at Sheffield Hallam University, UK.



Joanne Ooi, CEO, Plukka.com

Joanne Ooi is a renowned fashion creative and pioneering entrepreneur. She is CEO and Co-founder of the award-winning fine jewelry E-commerce site, Plukka.com, which retails creative, designer jewelry through an innovative, made-to-order business model that has been featured in many leading international media, including Vogue, ELLE, InStyle and The Financial Times. Prior to Plukka, Joanne founded the environmental NGO, Clean Air Network with other prominent environmentalists. She is also the former Creative Director of Shanghai Tang.



Tania Reinert-Shchelkanovtseva, Co-founder, A Boy Named Sue

Tania Reinert-Shchelkanovtseva is a passionate believer and buyer of sustainable fashion. Tania co-founded the pioneering online fashion eco boutique, A Boy Named Sue with her partner Samantha Wong in 2012 and since then has hosted multiple pop-up shops to bring together local designers. Previously, Tania worked in finance for six years, following her graduation from the London School of Economics.



Joyce Wong, Co-founder, Wan & Wong Fashion

Joyce Wong is a talented emerging Hong Kong fashion designer and co-founder along with The EcoChic Design Award Alumni, Kelvin Wan of the sustainable brand, Wan & Wong Fashion. Joyce passionately popped onto the fashion scene at just 19 years of age with her first collection, following which she collaborated with various brands and presented her own show. She has studied at Hong Kong Design Institute (HKDI) and Nottingham Trent University to finish her BA fashion design course. In 2013, she and Kelvin started Wan & Wong Fashion, which uses textile waste sourced in Southern China and which has already enjoyed media attention in Harper's Bazaar, Marie Claire and the South China Morning Post Magazine amongst others.



Jing Zhang, Fashion Editor, South China Morning Post

Jing Zhang has been Fashion Editor at the South China Morning Post for over four years. Prior to that she was Managing Editor at West East Magazine. Jing has lived in Hong Kong, Beijing, London and Manchester and hold degrees in Psychology and Material and Visual Culture (Anthropology) from University College London. Today, she travels frequently around the world to cover international fashion events and to gain understanding and fluency of the industry on a global scale. But being stationed close to one of fashion's biggest manufacturing regions means that Jing's interest in sustainability and innovation has only grown exponentially.