



REDRESS

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REDRESS OPENS SECONDHAND CLOTHING SHOP IN SHAM SHUI PO

The Redress Closet supports the charity's mission to reduce the city's clothing waste

[5 May 2021, Hong Kong] Leading environmental charity Redress opens The Redress Closet, a curated secondhand clothing and accessories shop in Sham Shui Po, to support their mission to reduce textile waste and to offer the public an accessible and fashionable way to lessen the impact of their individual wardrobes. The shop will launch with a Grand Opening weekend Friday 14 - Sunday 16 May.

Building on Redress' decade of organising secondhand pop-ups, this move to a permanent shop is in response to consumers' growing desires to be part of a solution, whilst also responding to Hong Kong's worsening textile waste rates: on average, 339 tonnes of textiles were discarded every day into Hong Kong landfills in 2019, an increase of 56% from 2011⁽¹⁾ – and it is estimated that 50% of this figure is clothing.

“What we put into our closet matters,” said Christina Dean, Founder of Redress. “Fashion is one of the world's most polluting industries. In Hong Kong, our clothes contribute to 15% of our ecological footprint⁽²⁾. We have always believed in the positive power of fashion and we want people to love fashion, in a more sustainable way. Complementing our long-standing secondhand charity pop-ups with this permanent shop is one way we are supporting Hong Kongers in making sustainable fashion choices.”

Making clothes uses significant amounts of natural resources like water, land, trees and oil, many of which are scarce or nonrenewable. Wearing used clothes is one of the best ways to keep the environmental footprint of one's wardrobe in check. Buying pre-loved instead of new gives clothes that might otherwise have ended up in landfills a new life, as well as reducing the demand for new clothing and all the resources required to produce them.

Changing Mindsets

By offering a wide selection of high quality clothing at accessible prices – from womens and menswear to accessories and bags – The Redress Closet showcases the beauty of choosing pre-loved instead of new, and works to change mindsets and practices to keep clothing out of landfill.

The Redress Closet also serves as an education platform for Redress to help people change the way they consume and dispose of clothing. For example, the public is invited to drop off their unwanted clothing at the shop for sorting and redistribution. Customers can also purchase a copy of *Dress [with] Sense*, the perfect guide for fashion lovers of all ages keen to embrace a more ethical and environment-friendly approach to their wardrobes, authored by Redress.

Grand Opening Weekend

The Redress Closet announces a grand opening that will take place on Friday, May 14th with the special appearance of Celebrity Stylist Cheryl Yam (@wwchezw) to provide expert fashion advice and help shoppers style their pre-loved finds. Throughout the grand opening weekend (Friday May 14th - Sunday May 16th), guests are encouraged to enter a photo contest by posting a picture of themselves in their favourite purchase from The Redress Closet'. The winner will be rewarded with a gift certificate of \$500 to shop sustainably at The Redress Closet.

Mission Beyond the Shop

The Redress Closet is part of Redress' expanding work – with an objective to align consumers, industry and government to measurably reduce the amount of post-consumer clothing entering landfills, starting with Hong Kong. Redress' Takeback programme, partnered with some of the world's leading fashion brands, makes it easier for the public to be part of a circular fashion economy by providing 34 used clothing collection points across Hong Kong. The donated clothing is meticulously sorted and redistributed to give it new life, benefitting over 20 charity partners as well as Redress' own shops.

Redress Executive Director Nissa Cornish notes, "This is a tremendous moment for Redress. Over the last three years, our Takeback programme has collected and redistributed approximately 57 tonnes of unwanted clothing, directly reducing waste to landfill. With resale currently one of the hottest global topics in fashion sustainability, it is the perfect time for more Hong Kongers to embrace this concept and discover how delightful, affordable, and sustainable secondhand shopping can be."

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Download images here:

https://www.dropbox.com/sh/vrwb022qkgdi5sx/AAAWKIH39pWnXcXFS8-f_8la?dl=0

Editor's Notes

The schedule for 'The Redress Closet' Grand Opening weekend is as follows:

Friday 14 May, 2021

- 10:00am - 12:00pm: Media and influencer exclusive shopping preview
 - Celebrity stylist Cheryl Yam complimentary styling sessions
 - Executive Director of Redress, Nissa Cornish, will be available for interviews. Advance booking required.
- 12:00pm - 8:00pm: Open to public
 - Celebrity stylist Cheryl Yam complimentary styling (1:00pm - 4:00pm only)
 - The Redress Closet Photo Contest

Saturday 15 - Sunday 16 May, 2021

- 12:00pm - 7:00pm: Open to public
 - The Redress Closet Photo Contest

- **Photo contest details:** Participants must take a photo of themselves holding or wearing clothing purchased at The Redress Closet, and post it to their Instagram feed describing why they chose to shop secondhand, between 10:00am May 14th and 11:59pm May 16th. Posts must tag @Getredressed and include the hashtags #78Apliu #TheRedressCloset to be found and included in the contest. Winner will be announced on Monday, May 17th.
- Cheryl Yam is a fashion and celebrity stylist who has styled some of the top celebrities and public figures in the Hong Kong entertainment industry, including Eliza Sam, Myolie Wu, Kelly Cheung, Sarah and Jason Chan. As a freelance stylist, she has worked with fashion magazines such as Prestige HK and Marie Claire.
- Redress Takeback programme collection points can be found here: <https://www.redress.com.hk/takeback>
- Statistic (1) Source: Hong Kong SAR, Hong Kong Environmental Protection Department (2020) Monitoring of Solid Waste in Hong Kong - Waste Statistics for 2019, Hong Kong: Hong Kong Environmental Protection Department
- Statistic (2) Source: WWF (2019), [Ecological Footprint 2019](#)
- Regular Opening Hours of The Redress Closet: Every Wednesday to Sunday 12:00pm - 7:00pm

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.