

OUR PLANET.

LAND

Producing **SYNTHETIC FIBERS** (e.g. polyester) uses ~342 million barrels of **OIL** every year. This is the equivalent of **33,250 10HR FLIGHTS** ¹

It takes around **7,500 LITRES OF WATER** to make **A PAIR OF JEANS**. This is equivalent to **7 YEARS OF DRINKING WATER** for 1 person ²

WATER

the equivalent of **16 T-SHIRTS ARE LANDFILLED EVERY SECOND IN HONG KONG.** 388 tonnes of textiles are landfilled everyday, of which 50% is estimated to be clothing. ³

POLLUTION

The global fashion industry produces ~ **4% of the global GHG EMISSIONS.** This is equivalent to the **COMBINED** annual GHG emissions of **FRANCE, GERMANY & THE UNITED KINGDOM** ⁴

AIR

YOUR CLOTHES,

If everyone in Hong Kong bought **ONE USED ITEM** instead of new per year, we could **SAVE** an estimated: ⁵

4,536 tonnes of **WASTE** which is the equivalent of the weight of **194 DOUBLE-DECKER BUSES**

2,6 billion litres of **WATER** which is the equivalent of **86 VICTORIA PARK SWIMMING POOLS**

58,967 tonnes of **CO2-E EMISSIONS** which is the equivalent of **147,977 RETURN FLIGHTS HONG KONG - TOKYO**

Doubling the lifetime of a garment **REDUCES** its environmental impact by **49%** ⁶

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SOURCES

1. *Ellen MacArthur Foundation, A New Textiles Economy Report 2017.*
2. *UN (2019), UN launches drive to highlight environmental cost of staying fashionable*
3. *Environmental Protection Department, HKSAR. 2022. Monitoring of Solid Waste in Hong Kong: Waste Statistics for 2022.*
4. *McKinsey (2020), Fashion on Climate: How the fashion industry can urgently act to reduce its greenhouse gas emissions*
5. *Adapted from thredUP. (2019). 2019 Fashion Resale Market and Trend Report, thredUP*
6. *Mistra Future Fashion (2019), The impact of Swedish clothing consumption*



WHAT IS GET REDRESSED MONTH

Since its launch in 2018, Get Redressed Month has been Hong Kong's largest consumer awareness campaign about circular fashion.

Organised by Redress, this local, annual, month-long campaign gathers 100+ corporates, clubs, organisations, schools, and the general public to raise awareness about the environmental impact of our clothing choices and shift attitudes and habits towards reducing clothing waste.



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