

HOST A GET REDRESSED POP-UP



REDRESS



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WHO ARE WE?

Redress is an environmental charity with a mission to prevent and transform textile waste to catalyse a circular economy and reduce fashion's water, chemical and carbon footprints. Our programmes work to change mindsets and practices to stop the creation of textile waste now and in the future, as well as creating systems and partnerships that generate and showcase value in existing waste.



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



Through our work with designers, industry and consumers, Redress actively supports and promotes the UN's Sustainable Development Goal 12 - Sustainable Consumption and Production

 Redress | Redress Design Award

 RedressAsia

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 GetRedressed

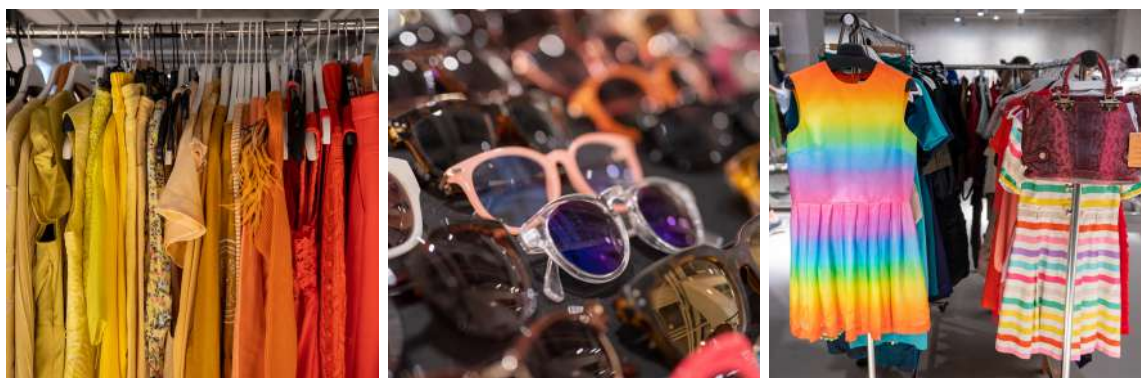
WHY HOST A POP-UP?

At Redress, we host pop-ups for a number of reasons - not only are they an essential fundraising opportunity for us, but by providing the public with high quality preloved garments, we prevent unwanted clothing from entering landfill and prove that it is still possible to be fashionable while being kinder on the environment. As they say, one man's trash is another man's treasure.

Hosting your own secondhand pop-up is a great way to get together with friends, family, classmates and your community to encourage everyone to shop for 'new' looks that don't cost the Earth.

Help us drive awareness, access and acceptance of secondhand clothing across the world and support our work and from wherever you are.

We are grateful for your support here at Redress and read this handy guide to make sure your pop-up is spectacular!



THE ISSUES

FASHION IS ONE OF THE MOST POLLUTING INDUSTRIES IN THE WORLD

Making our clothes uses significant amounts of natural resources like water, land, trees and oil, many of which are scarce or nonrenewable, and if they are not used properly they can endanger the health and wellbeing of people, animals and our planet.

Shopping secondhand is a great way of keeping clothes out of landfill, keeping them in use for longer and honouring the resources that went into making them. Feel free to use the below statistics when talking about your pop-up - make sure to include the source.



(Globally) Every second, the equivalent of one rubbish truck of textiles is landfilled or burned globally.

Source: Ellen Macarthur Foundation (2017), A New Textiles Economy: Redesigning Fashion's Future

92m tons 

(Globally) An estimated 92 million tons of textile waste is created annually from the fashion industry.

Source: Global Fashion Agenda and The Boston Consulting Group, Inc. (2017), Pulse of the Fashion Industry.



(Globally) The fashion industry contributes to around 10% of global greenhouse gas emissions due to its long supply chains and energy intensive production. The industry consumes more energy than the aviation and shipping industry combined.

Source: UNFCCC (2019), UN Helps Fashion Industry Shift to Low Carbon



(Globally) Textile waste is estimated to increase by about 60% between 2015 and 2030, with an additional new 57 million tons of waste being generated annually, reaching an annual total of 148 million tons, which is equivalent to annual waste of 17.5kg per capita across the planet.

Source: Global Fashion Agenda and The Boston Consulting Group, Inc. (2017), Pulse of the Fashion Industry

WHO CAN HOST?



Got too many clothes and love an excuse to get together with your friends? Looking for new event ideas? Got a great community around you who would be interested in supporting you and taking part?

That's all you need - good friends and motivation!



Redress is a charity based in Hong Kong, but our work is global - you can take part wherever you live.

Need more advice? Read on and get in touch if you have any questions!



PLANNING YOUR POP-UP



PICK A LOCATION

Will your event be open to the public? Or just for friends, family, colleagues? Will you host at home? Think of community spaces, that are low-cost or free - town or village halls, community centres, schools for maximum impact.



STOCK YOUR SHOP/ COLLECT CLOTHING

Is there somewhere people can drop-off their unwanted clothing prior to the event? Could you team up with your family & friends, office or community group to host a clothing drive in the run up to the event? Ensure you have enough space to collect and store them. Give people plenty of time to go through their wardrobes. Consider what your audience might be interested in purchasing - kidswear, menswear, womenswear, shoes, accessories, bags? What will you/won't accept? If you don't have space to store the clothes, encourage people to bring them the day of (and help to set up!)



REDRESS TOP TIPS

We don't resell any swimwear or underwear unless brand new (for hygiene reasons). High heels, suits and jeans can be tricky to resell (as they are prolific). People are more likely to buy things they can easily pick up, without trying on - accessories, jackets etc. Consider the season - what will people want to buy at the time of year of your event?



SET UP

Do you need rails/hangers? Ask around if people have spares/anything you can borrow. How do you want to organise the clothing? By size? By colour? By price? We like to organise by colour, but separate more high-end pieces for a 'luxury' rack. We also separate menswear and kidswear so that our customers can easily find what they are looking for.

PLANNING YOUR POP-UP



PRICING

Look at the quality of the garment. What would you pay for it? Is the brand well-known? What can your audience afford? Do you want to price pieces individually, or arrange clothing on racks according to price?

We price usually between HK\$50 - HK\$1000 (USD\$6.50-\$129 / GBP £4.60 - £93) But anything over HK\$500 is usually designer or very unique!



PAYMENT

Depending on who is coming to your event - consider cash, online banking apps (PayMe/ Venmo etc) or will you have a till point set up?



REFRESHMENTS

Consider if you want to provide any food or drinks for your guests. Depending on the size and length of the event, you could ask local businesses for in-kind support, or any friends who are willing to whip up some treats for you.



CHANGING ROOMS

People are more likely to buy if they can try. Mirrors? People are more likely to buy if they can get a sense of what it looks like on. This will depend on the venue, of course.

PLANNING YOUR POP-UP

ALTERNATIVE PRICING MODELS

At our Redress pop-ups we charge by item, but here are some alternatives that might work better for you:



If you have a huge volume of clothing which you don't feel you could charge a lot for, charge by the kilo or pound.

WEIGHT



Charge a base ticket fee and people can pick up as many pieces as they'd like for that price. You can offer a VIP Early Bird ticket for a higher price to give people first choice.

FLAT FEE



Have lots of high-end luxury pieces? Or unique vintage finds? Consider an auction format.

AUCTION

SECONDHAND AROUND THE WORLD

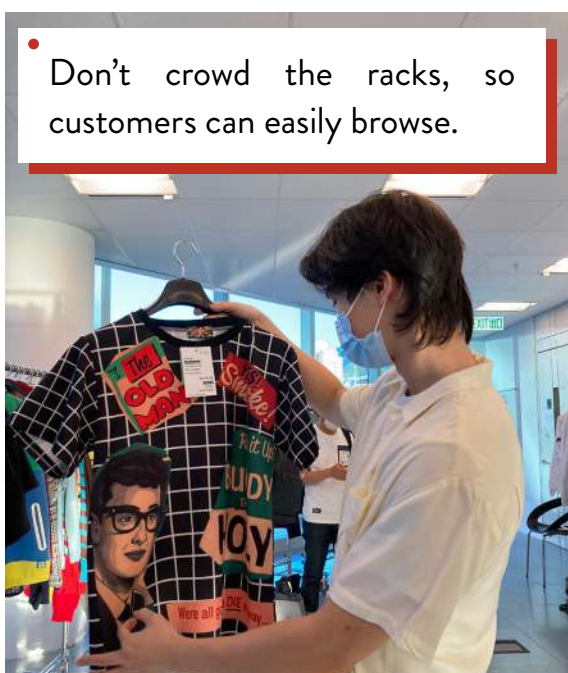
We know that attitudes surrounding secondhand clothing differs depending on where you live in the world.

We don't need to tell you the merits of secondhand clothing, but be mindful that not everyone will feel the same way.

Changing attitudes isn't always easy, we have some ideas that might help:



- Put out pieces that are on trend, unique and are in great condition.



- Don't crowd the racks, so customers can easily browse.



- Display some of the fact and statistic cards and be on hand to chat to customers who might want to learn more



- As far as possible, keep the space brightly lit, warm and friendly.



MARKETING YOUR POP-UP

SPREAD THE WORD!



Create visuals for sharing - resources like Canva are great for making simple visuals.



Don't underestimate the power of social media (and word of mouth), share details on your personal channels, ask your network to spread the word too - via social and whatsapp/wechat groups etc



Facebook events - another great way to spread the word to audiences outside of your own network



Posters - put them up in local businesses, cafes and community notice boards - they might also be willing to help promote and share with their database.



Hosting with your close friends and family? - a simple visual with all the info shared in whatsapp/facebook groups works well

Start promoting 2-3 weeks before the event, amp it up in the days leading up to the event. Share sneak peeks of clothing for sale and on the day highlights on social media - this helps build excitement for your wonderful event! Ask happy customers to pose with their finds and tag us [@getredressed](#) on social media.

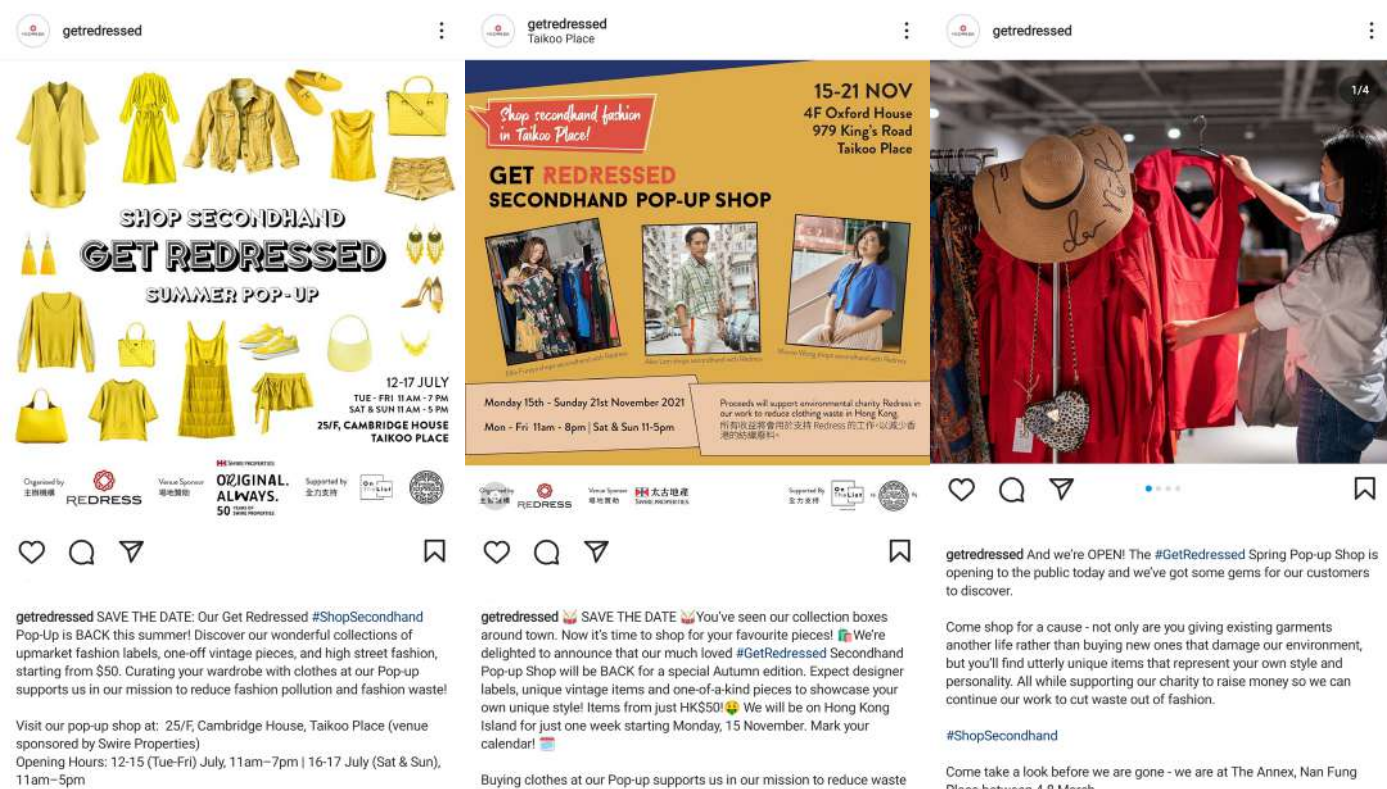
Tell us about it - hosting a public event? We might be able to help you bring in customers via our channels.

MARKETING YOUR POP-UP

SOCIAL MEDIA GUIDELINES

Keep your Social Media messaging SIMPLE, FUN and DIRECT. Your audience needs to know: WHAT, WHEN, WHERE

In the caption/message you can go into more detail on the WHY (feel free to use some of the stats at the start of the guide).

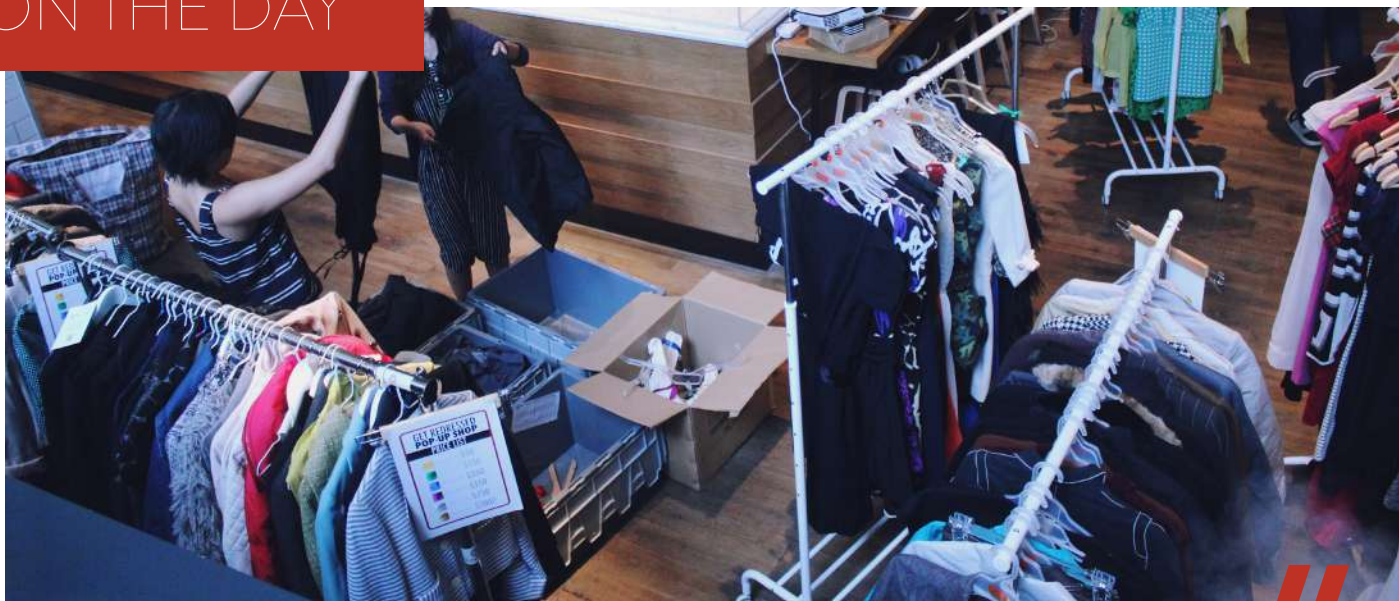


BRANDING GUIDELINES

You are welcome to use our logo and poster templates if you wish to, but we ask that:

- List Redress as the Charity Beneficiary
- Tag us on social media (@getredressed)
- **Donate** the proceeds to support our work to cut the waste out of fashion.

ON THE DAY



If you're able to record how many pieces you sell, how much you've been able to collect (roughly in kg) and feedback from customers that would be helpful for our goals to increase awareness of secondhand shopping and our mission cutting waste out of fashion.

Enjoy the day and don't forget to pick up some standout pieces for yourself, you've earned it.



HELP! LEFTOVER STOCK?



If you've got stock leftover at the end of your event, research somewhere in your local area where you can donate and it will be sorted and redistributed properly.

You can donate to your local charity, but a lot of charities can be overwhelmed with donations. Chat to them and see what their needs are first.

Or, hosting another one soon and have space to store it? Hold on to it!

In Hong Kong?

Drop it off in one of our collection boxes, see locations here:
www.redress.com.hk/takeback

Not in Hong Kong?

Don't panic, drop us an **email** and we'll do our best to help find an organisation that can take whatever is left.

Found a great partner organisation in your local area?

Tell us about it, so we can let others know for future events.

DONATE

Find the most convenient way to donate any proceeds from your pop-up **HERE**.

We are incredibly grateful for your support helping us to shift mindsets to more circular models of consumption!

In Hong Kong?

If you're in Hong Kong, you can PayMe us, with the code **'my popup'**.

Redress Limited

Scan me to PayMe



None of the payment options listed on our website work for you? Shoot us an **email** and we'll help you out.

TELL US ABOUT IT

We'd love to hear all about your event - please share pictures and drop us an **email** to tell us about it.

We'd love to feature you in our Community Corner in our **Redress Newsletter**.



THANK YOU!

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