

## GET REDRESSED x MIELE CLOTHING DRIVE 2017

November 6th - 16th



**WHO** - Redress is a pioneering NGO dedicated to reducing waste in the fashion industry. Through our dynamic programmes we work directly with the next generation of fashion designers to promote a new future for sustainable fashion, whilst educating industry professionals and the public.



### WHAT

#### Clearing out closets for a cause!

Redress has joined forces with Miele, who share our vision for change through a city-wide clothing drive. Join us from 6th-16th November, to collect unwanted clothes and redirect them from landfill directly to multiple Hong Kong charity beneficiaries. Top quality clothing will be sold to raise funds for Redress in a pop-up shop following the drive.



### WHY

#### Help us save 4 tonnes of clothing from ending up in our landfills!

Fashion is one of the most polluting industries in the world - impacting everything from our land and water to the air we breathe. In Hong Kong alone 15,000 garments end up in landfill every hour!

**HOW TO JOIN** - Sign up as a corporate partner and recruit your team to bring in unwanted clothes. Redress will provide boxes, educational materials and guidelines, as well as handling all delivery and collection logistics.

Post-collection there are exciting team-building opportunities for corporate volunteers to sort clothes for our upcoming charity pop-up shop, and distribution to local HK beneficiaries including Friends of the Earth, Pathfinders, Christian Action, Tung Wah and Green Ladies.

### PARTICIPATION OPTIONS

1. **Free participation (suggested donation of \$1,000)**
  - Materials and logistics for the clothes collection
  - Your logo as participating company on the Redress website event page
2. **Donation of \$5,000**
  - Benefits of free participation
  - Educational/motivational lunchtime talk
  - Volunteering opportunities for select staff members
3. **Donation of \$15,000**
  - Benefits of free participation
  - Circular economy or up-cycling workshop (25 pax recommended)
  - Guaranteed volunteering opportunities for staff (30 pax recommended)
  - Complementary rental of Redress' documentary Frontline Fashion
  - Listing of your company as a sponsor of the Get Redressed x Miele Clothing Drive 2017 on the Redress website event page

Please **get in touch** with Sophie Zwingelstein by October 10th to express your interest in taking part or to find out more. ([sophie@redress.com.hk](mailto:sophie@redress.com.hk))

What is the positive power of fashion?

Visit the Redress website