



As part of our **Green Solutions Service initiatives**, **CN Logistics** is delighted to announce the strategic partnership with **Redress**, 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. The charity established in 2007 with an office based in Hong Kong. CN Logistics will support the logistics needs of **Redress' Redress' Circular Fashion Programme**. We interviewed **Lauren Boucher, the Circular Fashion Programme Manager in Redress**, managing the Fashion Takeback Programme in Hong Kong, to share her views and thoughts about second-hand fashion in Hong Kong.

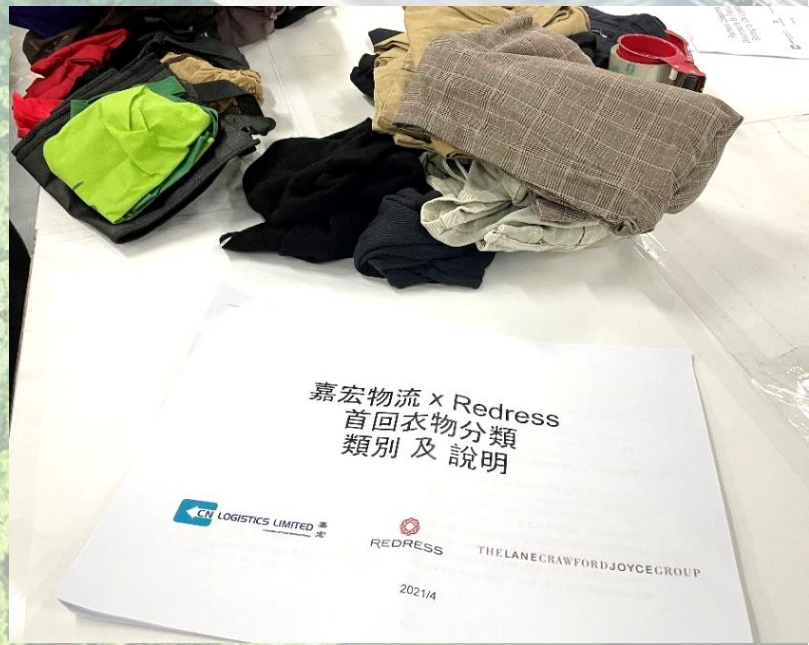


What is the mission of Redress' Circular Fashion Programme?

L: The mission of the Circular Fashion Programme is to reduce clothing waste in Hong Kong by increasing the re-use, resale and recycling of clothing. We are working to align consumers, industry and government to measurably reduce the amount of post-consumer clothing entering landfills, starting with Hong Kong. The Fashion Takeback programme, where we partner with some of the world's leading fashion brands (including Zara, Pull & Bear, Massimo Dutti, Bershka, Oysho, and Zara Home, Rue Madame and Jeeves), 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 sorted and redistributed to give it new life, benefitting over 20 charity partners as well as Redress' own shops.

What are the areas of focus in Redress' Circular Fashion Programme?

L: We focus on four areas, including collecting, re-selling, re-use, re-cycling, and education. For the clothing in good condition, we will mainly donate to our 20+ charity partners in Hong Kong who serve a range of Hong Kongers in need including the elderly, homeless, refugees, mothers, and babies at risk, or even animals. We also re-sell a small percentage of the clothing to raise funds for Redress' year-round educational work and to promote second-hand shopping as a more sustainable alternative to buying new clothes. We have recently launched our first ever permanent second-hand shop in Sham Shui Po, the "Redress Closet", where Hong Kongers can now shop second-hand with Redress all year round. We also collaborate with companies and schools through education campaigns and volunteering to raise awareness about clothing waste and inspire positive change in consumer habits towards using and disposing of our clothes.



How do you see the sustainable market in the upcoming five years?

L: One of our goals is to expand our own programmes and work with retailers to increase accessibility to sustainable fashion options for Hong Kong consumers, including more options for donating clothes for re-use/recycling as well as options for shopping second-hand. We are encouraged to see an increasing number of retailers in Hong Kong offering these services to their consumers, as well as other circular services such as clothing rental, repair and upcycling that help to keep clothing in use for longer, and we hope that this trend will continue over the coming five years.

How do you see the partnership with CN Logistics and what will be other potential opportunities?

L: The partnership with CN Logistics is helping us greatly to increase Redress' capacity and the potential for this Programme. As a small non-profit organisation, we have a very small team, and we rely on the support of volunteers from the community to help us sort through the clothing. The support we receive from CN Logistics helps to simplify the logistics flow, as well as providing a stable and skilled workforce to help sort through the clothing. We hope we can maximise the power from CN Logistics to upscale the Fashion Takeback Programme and offer it to an increased number of retail brands, further increasing accessibility for consumers and helping to prevent unwanted clothing entering Hong Kong's landfills. Our other major programme, The Redress Design Award, could be another potential partnership with CN Logistics. The Redress Design Award is the world's largest sustainable fashion design competition. The competition works to educate emerging fashion designers worldwide about sustainable design theories and techniques to drive a circular fashion system. With different contestants from across the world, we are interested to explore how CN Logistics could be a valuable partner.

What is the expectation with CN Logistics?

L: We believe that CN Logistics will be enthusiastic in supporting this programme and help sort out the product carefully to make the programme successful.

CN Logistics


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REDRESS


Interviewee: Lauren
Boucher, Circular Fashion
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