

# ECOCHIC DESIGN AWARD 2017





# OVERVIEW

The EcoChic Design Award, launched in Hong Kong in 2011, is the world's largest educational sustainable fashion design competition.

Organised by environmental NGO Redress, the competition is open to emerging designers from Asia, Europe and the USA. Focusing on waste reduction, participants are challenged to create high appeal fashion with minimal waste to reduce fashion's environmental impact.

Ten finalists compete at a high-profile fashion show finale at Hong Kong Fashion Week where the winners are revealed. Prizes typically include collaborations with fashion brands to create sustainable collections, based on textile waste reduction, with other career-changing prizes offered.

This multi-faceted educational programme includes lectures, academies and digital teaching materials to complement the competition.

To further develop a more sustainable industry, the Award supports its pool of alumni designers (finalists and semi-finalists from previous cycles) who also receive prizes and industry collaborations.

Through this multi-stakeholder platform, the Award has earned extensive international media coverage, including the focus of a recent documentary, and support from top-tier sponsors.

[WATCH A SHORT INTRODUCTION VIDEO HERE:](#)

[www.youtube.com/watch?v=oo2BZ-FyeZo](http://www.youtube.com/watch?v=oo2BZ-FyeZo)





*“Watching The EcoChic Design Award grow to become an international platform has been amazing. The award has really helped a new generation of designers to see sustainability in a different light.”*

**- Orsola de Castro**  
**Co-founder Fashion Revolution & competition judge**

*“The EcoChic Design Award actively promotes sustainable fashion as a viable option for the mainstream fashion industry. For this it has the full support of the Hong Kong Government.”*

**- Jerry Liu Wing-Leung**  
**Head of Create Hong Kong**



# WHY PARTNER WITH THE ECOCHIC DESIGN AWARD?

- Gain brand exposure to an influential community of fashion stakeholders; from sustainable designers, KOLs, fashion industry, media, educational institutions, students and consumers throughout the entire competition cycle.
- Benefit from extensive global media coverage across international premium fashion and mainstream media, social media platforms with support from influencers and celebrities.
- Support winners who have the opportunity to change the future fashion.
- Demonstrate to the fashion industry and consumers that creating high fashion from recycled or up-cycled waste materials can be successful business and fashion options.
- Facilitate the connection between emerging fashion designers with fashion brands to create new retail collections using recycled and up-cycled materials or zero-waste design.
- Partner with a successful NGO project that addresses the global problem of increasing clothing and textile waste and its devastating impact on the environment.
- Make a difference by supporting consumer and industry access to education about sustainable fashion.

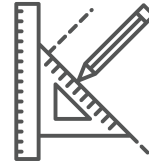
# WAYS TO PARTNER WITH US



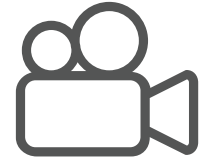
Cash Sponsorship



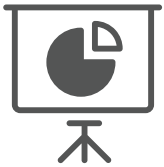
Education



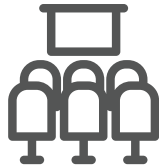
Design Challenge



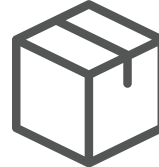
Documentary Series



Marketing Collaborations



Corporate Events



In-kind Products & Services



Prizes

# OUR BIGGER, BETTER APPROACH FOR 2017

The EcoChic Design Award 2017 is the largest and most exciting cycle to date, with notable expansion in the following areas...



## MORE FASHION PARTNERSHIPS

The 2017 cycle is open to multiple fashion brand partnerships.

Currently, the new up-cycled fashion brand, B Y T, which was borne through Redress' work, is offering a prize to design an up-cycled collection for retail by BYT and Lane Crawford.

Further partnerships are available with finalists and alumni for mens, womens and children's apparel and accessories to bring sustainable fashion options to market.

## MORE EDUCATIONAL OUTREACH

The 2017 cycle has expanded education; with over 80+ university partners in Asia, with further outreach in China and India, and Europe.

The expanded educational activities include; academies and lectures for students and teachers in Asia, Europe and the USA and further online content; and teaching packs for educators.

## EXTENDING DOCUMENTARY

2017 sees the expansion of 2016's inaugural one-off Frontline Fashion Season 1 documentary, which broadcast on Fashion One TV and through multiple screenings around the world and is now available on iTunes.

2017 Frontline Fashion Season 2 aims to be 3 x 42min format about the competition and designers, with a digital extension to cover how the designers work with their prize partners on commercial sustainable collections.



# 2017 CYCLE SCHEDULE OF ACTIVITIES

SEPT 2016 - FEB 2017

**Educational Activities:**

Sustainable fashion academies and lectures to teachers and students. Educator packs distributed

MAY - SEPT 2017

**Judging:**

Regional and international judging panels select 24 semi- finalists and then ten finalists

**Fashion Shoot:**

Top photographer and stylist shoot selection of finalists' designs

SEPT 2017

**Redress Forum Design**

**Challenges:** Ten finalists join three sustainable design challenges in Hong Kong

**Grand Final:** Ten finalists present their six-piece collections at a runway show at CENTRESTAGE at HKTDC Hong Kong Fashion Week and the winners are announced

SEPT – NOV 2017

**Magazine:** Launch of the fourth issue of The EcoChic Design Award Magazine in print and online

**Exhibition:** Educational exhibition of the finalists' designs in Hong Kong and Europe (location TBC).

Winners work with their prize partners

2018

**Retail:** The winners' works with prizes launch for retail

**Documentary:** Released with mainstream broadcaster

JAN - APR 2017

**Launch:**

Official launch and open application period

**Press Launches:**

15 Feb | Hong Kong  
9 March | London





# ALUMNI ACTIVITIES

Running alongside the main competition we provide support for our talented pool of The EcoChic Design Award Alumni - semi-finalists and finalists from previous cycles who continue working within the industry activities:

## ALUMNI NETWORK

An online platform for alumni to share developments, network with peers, engage in industry collaborations and receive career opportunities. Supported with marketing and PR support from Redress.

## ALUMNI PRIZES

Prizes will be awarded to alumni to support their careers in sustainable fashion design.

## ALUMNI BOOTHS AT CENTRESTAGE

Select alumni with further developed sustainable brands showcase their designs to buyers and media in exhibition booths at CENTRESTAGE at HKTDC Hong Kong Fashion Week.

## ALUMNI NETWORKING

Networking event held in Hong Kong to connect alumni with select VIP buyers, media and industry professionals.

# COMPETITION HIGHLIGHTS – EDUCATION



## EDUCATION TO CHANGE THE INDUSTRY

- 3,800+ designers have attended the EcoChic Design Award lectures and academies across Asia and Europe, with a specific focus on the Chinese and Indian markets
- 24,000+ views for online educational videos
- 12,500+ visits to online educational Learn platform in English and Chinese
- 80+ fashion institutions in Asia, Europe and the USA in partnerships, with a further 190 in extended network
- 35+ educational exhibitions organised in Asia and Europe reaching an estimated 2 million consumers and industry professionals

# COMPETITION HIGHLIGHTS – RETAIL AND SUSTAINABLE FASHION



- The EcoChic Design Award generates top talented winners, who partner with brands and retailers, and committed alumni designers who are pioneering with their own brands, which is bringing more sustainable collections to market. Examples include
- Shanghai Tang partnered with two of the EcoChic Design Award winners in 2014/15 and 2015/16, who each designed up-cycled collections using Shanghai Tang's surplus luxury textile waste for retail, including Shanghai Tang's debut up-cycled collection
- Esprit partnered with four of the EcoChic Design Award winners from 2011 to 2013, who each designed recycled textile collections for retail using Esprit's recycled cut-and-sew waste, which served to launch the 'Recycled Collection by Esprit'
- Retailer kapok partnered with two alumni on a successful retail collaboration of their brands
- Yahoo.com.hk partnered with 4 alumni on limited edition up-cycled accessories of the 110 alumni from all previous 7 cycles, 14 have launched their own brands and and the majority continue to work in sustainable fashion related areas and interests.

# COMPETITION HIGHLIGHTS – MEDIA



## MEDIA AND MARKETING REACHING GLOBAL MARKETS

- Extensive global media coverage including Vogue, ELLE, The New York Times, China Daily, Ming Pao, SCMP, BBC, Guardian, CNBC, Marie Claire, Al Jazeera, Xinhua, Weekend Weekly, TVB and ICS.

See more here: [www.pinterest.com/redressasia/redress-in-the-media/](http://www.pinterest.com/redressasia/redress-in-the-media/)

- Media partners have included: ELLE, Ecouterre, Eluxe, Fashion One, WGSN

# COMPETITION HIGHLIGHTS – MEDIA COVERAGE



**Shopping & Style**  
 What's in a name?  
 Couture with a conscience

Wearing this is not just about fashion, it's about making a statement. It's about being conscious of the choices we make and the impact they have on the world around us. In the fashion industry, this means choosing sustainable materials, ethical labor practices, and reducing waste. It's about being a part of the solution, not just a consumer.



**Couture with a conscience**  
 The fashion industry is often criticized for its environmental impact and unethical labor practices. However, a growing number of designers are choosing to work sustainably. They are using eco-friendly materials, ethical labor practices, and reducing waste. This is not just about fashion, it's about making a statement. It's about being conscious of the choices we make and the impact they have on the world around us.



**Luxury difficult to undo as the body of a woman**  
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**WHAT LESSON WINNING THE ECOCHIC DESIGNER CHALLENGE...**

Christina Dean and Tina Tahiltani Parikh won the EcoChic Design Challenge. They were recognized for their sustainable fashion designs and their commitment to reducing waste in the fashion industry. Their designs were not only stylish but also environmentally friendly, using recycled materials and ethical labor practices.



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**Local News 港聞**

**環保設計師 廢布料變時裝**

Two designers, Christina Dean and Tina Tahiltani Parikh, have won the EcoChic Design Challenge. They were recognized for their sustainable fashion designs and their commitment to reducing waste in the fashion industry. Their designs were not only stylish but also environmentally friendly, using recycled materials and ethical labor practices.

**Made to WIN**

First challenge fashion designers and Malaysia's Veronika Lee takes home the prize

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**CHRISTINA DEAN**

Redress Reduce Waste

**Sustainable Chic 可持續的時尚**

**Less is more**

The EcoChic Design Award

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# MARKETING STATISTICS FOR 2015/16 CYCLE



**680** total pieces of  
media coverage



**51,928 users** visited  
EcoChic Design Award website



**14,500 pageviews**  
of our Learn platform



**450** print circulation and  
**2,000+** online views of the  
EcoChic Design Award  
Magazine



**HK\$22,477,674**  
estimated PR value



**217,001 pageviews** of  
EcoChic Design Award website



**280,000+ views** of  
our video content via  
Youtube so far

# FRONTLINE FASHION STATISTICS

The Frontline Fashion Season 1 documentary (1 x 47 mins) followed The EcoChic Design Award 2016 competition.  
<http://www.redress.com.hk/frontlinefashion>



Broadcasted **nine times** on Fashion One TV to  
**120 million households**



**16** public documentary screening events to date  
including **Hong Kong, Singapore, Paris, London,  
Buenos Aires and more coming**



**4,209 pageviews**  
of Frontline Fashion microsite



Documentary trailer  
**435,000+ views** on Facebook  
**137,000+ views** on Youtube



Available for download on [iTunes](#)



# SELECT PREVIOUS PARTNERS

## PARTNERSHIPS SUPPORT EXPANSION

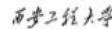
- The major sponsor is the Hong Kong government agency, Create HK
- Past sponsors include Ford Motor Company, TAL Group, Shanghai Tang, Miele, UPS, Upper House and EAST Hong Kong
- Strong support and sponsorship from multi-stakeholders allowed the competition to expand to include all Asia, Europe and now the USA.



# SELECT SUPPORTING ORGANISATIONS

## SUPPORTING ORGANISATION REACHES TARGETS

- The competition's extensive network of past and present supporting fashion universities, institutions and associations allows access to emerging designers, alumni and academic staff, with a strong focus on China and India.
- Partners include Central St Martins (UK), Donghua University (China), NIFT (India) and Parsons (USA).





# CONNECT WITH US

## Jill Grinda

Executive Director

[jill@redress.com.hk](mailto:jill@redress.com.hk) | +852 92213912

## Hannah Lane

Communications & Sponsorship Director

[hannah@redress.com.hk](mailto:hannah@redress.com.hk) | +44 7974937535

[WWW.REDRESS.COM.HK](http://WWW.REDRESS.COM.HK) | [WWW.ECOCHICDESIGNAWARD.COM](http://WWW.ECOCHICDESIGNAWARD.COM)



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u.youku.com/RedressAsia

