

News Release

Media Contact | **Joey Kwan**

Branding & Communication Officer
Pinneco Research Ltd.
joey.kwan@pinneco.com

EcoChic Design Awards 2013 Media Launch



HONG KONG, 21 May 2013 – Fashion NGO Redress media launches The EcoChic Design Awards 2013 at Hong Kong's Esprit Flagship Store in Tsim Sha Tsui.

Anderson Lee, Vice Chairman of Sustainable Fashion Business Consortium (SFBC), along with fellow judges Johanna Ho, fashion designer, Margaret Kutt, Project Manager of Sustainability of Esprit, Winnie Cheng of Miele, Kuan Teo of John Hardy, past contestants and many other supporters attended the media launch.

Local judging panels will be present, along side with an international judging panel. Judging will base the criteria of analysis on sustainability, marketability and originality.

The local judging panel will decide on contestants who proceed into the next round of the competition. The

international judging panel, including Lee, Do Do Yeung, Publisher of ELLE Hong Kong and Managing Director of Hearst Magazine, Johanna Ho, Margaret Kutt, and Orsolla de Castro, of upcycling fashion label From Somewhere and London Fashion Week's eco exhibit Estethica, will then decide on eight finalists who will exhibit their sustainable collections at Hong Kong Fashion Week.

Celebrity guest star Sandy Lam announced her involvement with the EcoChic Design Awards 2013 as the prize partner. She will be selecting one winning designer to create a sustainable outfit for her.

Lee is extremely excited about this award and exclaimed, "With six additional regions joining this competition, we wish to see a paradigm shift among emerging designers in bringing new concepts through reconstruction, all the while taking zero-waste and up-cycling seriously. Added knowledge and the passion to drive the fashion industry should be the greatest take-away from this competition, all the while recognizing that it is important that sustainable fashion is a natural step in the design process. I am excited to be a part of this competition for the second time."

To learn more about Lee's role in this event, please contact:
info@pinneco.com

About The EcoChic Design Award (www.ecochicdesignaward.com)

The EcoChic Design Award is a sustainable fashion design competition inspiring emerging fashion designers to create mainstream clothing with minimal waste. Designers are educated with the theory and techniques to enable them to create sustainable clothing via zero-waste, up-cycling and reconstruction. The competition puts emerging sustainable design talent in the spotlight, creating a platform for the next generation of designers to cut waste out of fashion. The inaugural The EcoChic Design Award was launched in Hong Kong in 2011 and previous cycles also include Hong Kong 2012 and China 2012.

About Redress (www.redress.com.hk)

Redress is an NGO with a mission to promote environmental sustainability in the fashion industry by reducing textile waste, pollution, water and energy consumption. They achieve this via educational sustainable fashion competitions, shows, exhibitions, seminars, research and by a recycled textile clothing standard. They collaborate with a wide range of stakeholders, including multiple fashion designers, textile and garment manufacturers, brands, schools and universities, multilateral organisations, governments, NGOs, financial institutions and media organisations.