



THE ECOCHIC DESIGN AWARD 2013 SPONSORED BY ESPRIT

CHALLENGING EMERGING DESIGNERS TO CUT WASTE OUT OF FASHION

Ratingen, Germany, May 2013 - The international fashion brand Esprit sponsors NGO Redress' sustainable fashion design competition inviting emerging designers from East to West to change the pattern of fashion. The EcoChic Design Award is an educational sustainable fashion design competition inspiring emerging designers to create mainstream clothing with minimal textile waste. Now in its fourth cycle, The EcoChic Design Award 2013 is expanding its scope in search of sustainable design talent living in Mainland China, Hong Kong, Taiwan, Singapore, UK, France, Belgium and Germany. The EcoChic Design Award 2013 winner will be awarded the opportunity to design the 2014 Recycled Collection by Esprit to be distributed in stores globally.

As global fashion consumption continues to accelerate, production and waste is increasingly becoming a pressing environmental problem. Hong Kong based fashion NGO, Redress, has been working towards making the fashion industry more sustainable for the last seven years. Redress believes there is a huge opportunity for designers to be part of the solution through considered decisions made during the design process. Christina Dean, CEO and founder of Redress says *"Sustainability in the fashion industry is an over-discussed but an under-actioned issue. Not enough focus is being put on reducing waste. We must crack the industry's problem of excessive waste production and lost economic value. The EcoChic Design Award 2013 fires-up emerging fashion designers from East to West to make tomorrow's mass market and independent fashion industries sustainable from the source."*

Competition

The competition calls for emerging designers and students with less than three years' industry experience to cut waste by using the sustainable design techniques zero-waste, up-cycling and reconstruction. The call for entries is open to designers living within the eight regions until the closing date on August 15, 2013. Eight local judging panels will select three semi-finalists from their region based on the sustainability, marketability and originality of the applicants' designs. These semi-finalists will be shortlisted down to eight finalists, one per region, by the international judging panel. The eight finalists will then personally present their sustainable collections at Hong Kong Fashion Week in January 2014, where career-changing prizes will be awarded. Please find application process and submission details at www.ecochicdesignaward.com

Prize

The EcoChic Design Award 2013 in partnership with Esprit Winner will have the opportunity to design a recycled textile collection to be distributed in select Esprit's stores globally. *"The collaboration with Redress allows Esprit to bring talented emerging designers with new innovative sustainable ideas to the forefront of the fashion industry by bringing their works to life via the Recycled Collection by Esprit,"* says Charles Dickinson, Head of Global Quality Management & Sustainability, Esprit.

The EcoChic Design Award 2013 is also sponsored by Create Hong Kong.

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About Esprit (www.esprit.com)

Esprit – a homage to the relaxed, sunny Californian attitude towards life. And the free spirit of 1968, the year it was founded. For women, men and kids, Esprit creates inspiring styles made from high-quality materials with great attention to detail. Each piece shows just how much effort Esprit puts into its creations.

Making the Esprit spirit tangible as part of a transformation program launched in September 2011, the international fashion brand will invest a total of over 280 million euros into redesigning its own and operated retail stores. This program will run until 2015 and is designed to sustainably strengthen the brand.

Esprit's collections are worldwide available in more than 40 countries, in more than 1,000 owned and operated retail stores, as well as in more than 10,000 wholesale POS. This includes franchise partners and sales space in department stores. The company is listed on the Hong Kong stock exchange, has over 12,000 employees and achieved a turnover of 3.2 billion euros in 2011/12.

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.

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 include Hong Kong 2012 and China 2012.