

**For Immediate Release**

**SUSTAINABILITY: THE FABRIC OF MODERN CHINESE CHIC  
SHANGHAI TANG LAUNCHES FIRST UP-CYCLED COLLECTION DESIGNED BY  
THE ECOCHIC DESIGN AWARD WINNER KÉVIN GERMANIER**

20 September 2016 – Hong Kong – The EcoChic Design Award 2014/15 1<sup>st</sup> Prize Winner Kévin Germanier's seven-piece collection is set to hit China's leading luxury brand, Shanghai Tang's, stores this September. The womenswear capsule collection will be the brand's first sustainable collection; up-cycled using their surplus textile stock, demonstrating that sustainability is part of a growing global trend to create fashion in a more environmentally sustainable way.

Christina Dean, Founder of Redress said, "We have been promoting the business virtues of brands taking control of their own textile waste. Not only does this rid excess inventory in a creative and fashionable way, the resulting design-led products appeal to the increasingly environmentally-conscious consumer. As the curator of modern Chinese chic, Shanghai Tang are in a key position to present to Asia and the rest of the world a positive solution to the future of fashion."



Following Germanier's runway success at The EcoChic Design Award in Hong Kong Fashion Week, the designer spent six months at Shanghai Tang's Hong Kong headquarters working in collaboration with the design team to create the brand's first ever up-cycled collection while enriching his marketing and business palette.

The collection is a modern interpretation of Mongolian patchwork and qipao dress; each piece of the striking black and red capsule collection uses up to six different types of materials left over from previous seasons. Germanier also took inspiration from the brand's history and current collections and combined with his own signature sleek, clean and versatile design style to keep strong appeal for the Shanghai Tang customer.

Germanier further explained the process, "While some may have seen the limited quantity of fabrics as a challenge, I saw it as an opportunity to experiment with complimenting and contrasting textures and colours. It was also a departure from Shanghai Tang's normal sourcing practices turning some of the steps of production on their head, but I found that adding commercial value back into the surplus fabrics was well received by the team"

Raffaele Borriello, Creative Consigliere of Shanghai Tang and international judge of The EcoChic Design Award commented, "The collaboration was as much of a learning experience for the team at Shanghai Tang as for Kévin. He provided a fresh eye on how our business can approach sustainability. The result was a beautiful demonstration of creativity that brought a second life to excess luxury fabrics. For me, the process makes perfect business sense."

Redress and Shanghai Tang have plans to continue their retail collaboration. Ten per cent of sales from the Shanghai Tang collection, which will be stocked at its Hong Kong and Singapore stores, will be donated to Redress to support the environmental NGO in promoting sustainability in the fashion industry. Patrycja Guzik, winner of The EcoChic Design Award 2015/16 cycle, is currently in Hong Kong for her design collaboration with Shanghai Tang. She will design the brand's second up-cycled capsule collection using surplus luxury textiles.

Through The EcoChic Design Award programme, now boasting an impressive roster of over 100 alumni designers from the past six cycles, Redress continues to drive their mission to inspire and support the next generation of designers to redesign the future of fashion. With support from competition, two emerging sustainable fashion brands Clementine Sandner and Wan & Wong Fashion have recently expanded their stockist lists to include Hong Kong lifestyle store, Kapok. Wan & Wong Fashion were also joined by Hong Kong alumni brands Alex Leau, ANGUS TSUI and Classics Anew as Redress presented an alumni showcase as part of HKTDC's CENTRESTAGE 2016 platform earlier this September.

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High-resolution images available for download here:

[https://www.dropbox.com/sh/cttq4p5exn7gb3u/AACRj\\_knpq4Mgt-Ep8VgT5cya?dl=0](https://www.dropbox.com/sh/cttq4p5exn7gb3u/AACRj_knpq4Mgt-Ep8VgT5cya?dl=0)

**Editor's Notes**

- Up-cycling is the recycling of a material into a product of higher quality – in this case the up-cycling of surplus textile stock into a collection for retail
- In ensuring minimum environmental impact of the Shanghai Tang collection, the only new elements used in the collection are the labels and trimmings
- The next cycle of the EcoChic Design Award will open for applications in January 2017
- Redress launched its first feature length documentary – Frontline Fashion – on 29 August, 2016 on FashionOne. The documentary will feature finalists from The EcoChic Design Award 2015/16. More information can be found at [www.redress.com.hk/frontlinefashion](http://www.redress.com.hk/frontlinefashion)

**About The EcoChic Design Award ([www.ecochicdesignaward.com](http://www.ecochicdesignaward.com))**

The EcoChic Design Award is a sustainable fashion design competition organised by Redress, inspiring emerging fashion designers and students to create mainstream clothing with minimal textile waste. Each competition cycle takes designers on an education and design journey lasting several theory and design-packed months. This puts sustainable design talent in the spotlight and rewards the best with career-changing prizes to change the pattern of fashion.

**About Redress ([www.redress.com.hk](http://www.redress.com.hk))**

Redress is an environmental NGO working to reduce waste in the fashion industry. They achieve this through a variety of programmes, initiatives and campaigns. Redress aims to enhance, educate and enable the adoption of a more sustainable fashion industry that helps to minimise the negative and maximise the positive impacts of the fashion industry on society and the environment. Collectively, Redress collaborates with a wide range of stakeholders, including fashion designers, textile and garment manufacturers, brands and retailers, schools and universities, private sector organisations, multilateral organisations, governments, NGOs, media organisations and consumers.

**About Shanghai Tang ([www.shanghaitang.com](http://www.shanghaitang.com))**

Since its inception in 1994, Shanghai Tang has been the pioneering luxury lifestyle brand from China. With its mission as the global curator of modern Chinese aesthetics, Shanghai Tang interprets Chinese culture and craftsmanship with vibrant sophistication and relevance. Offering ready-to-wear for women, men and children, as well as accessories and homeware, Shanghai Tang supports an international network of 43 boutiques, including the world's largest lifestyle flagship – The Shanghai Tang Mansion, at 1 Duddell Street, Central, Hong Kong and its largest flagship boutique, The Cathay Mansion in Shanghai, China.