



Press Release

22 April 2024

## **Bringing the Out-of-Fashion back in Fashion**

A tired blouse, a faded scarf or a pair of children's socks that no longer fit...all this while good for recycling or donation, could also be upcycled into trendy fashion to support low-carbon living.

With zero plastics and waste reduction widely discussed in Hong Kong these days, HK Electric is launching a green fashion design competition on Earth Day 2024 today to encourage the public to reduce waste by turning unwanted items into new outfits.

Entitled "Back in Fashion", the competition was launched at an upcycling workshop held for more than 80 students of Victoria Educational Organisation (Lower Kornhill Campus). The event also kicked off this year's Happy Green Campaign, a signature programme run by HK Electric to educate the public on energy efficiency, renewable energy and low-carbon lifestyle.

Co-organised with the fashion design bachelor degree programme of Technological and Higher Education Institute of Hong Kong (THEi), the competition invites the public to design at least one set of clothing along the theme of sustainability. Participants may enter any of the four categories online by 19 May (for Open and THEi categories) or 12 June (for Parent-kids and Secondary Schools categories), with submissions made of "recycled" or "upcycled" materials to show how disposed items can be given a second life. Entries must also display creativity and the potential to be used sustainably in daily life.

To let participants understand more about green fashion, HK Electric and THEi will host online talks and workshops on sustainable fashion, sharing basic design knowledge and software skills to enhance participants' interest in the profession.

A judging panel formed by representatives from the fashion design industry, green groups and the organisers will shortlist entries based on their relevance to the theme, originality and creativity, aesthetics, practicality and safety. Finalists will showcase their works in a catwalk to compete for the grand awards. In addition to cash prizes, trophies and certificates, winners will also receive internships and learning opportunities at HK Electric and other supporting organisations. Winning pieces and outstanding works will also be put on public display.

Speaking at the launching workshop, HK Electric General Manager (Public Affairs) Ms. Mimi Yeung said, "Riding on the theme of "Be Chill. Be Carbon Neutral" for a second year, our Happy Green Campaign will continue to encourage all to support carbon neutrality through cool and trendy actions. Sustainable fashion has become an emerging trend and we hope this design competition will prompt participants to create fashions out of pre-owned items, saving resources and minimising waste."

Co-organiser of the competition, Dr Tsang Wai-kei, Associate Vice President (Academic) of THEi said: "Our institute has always advocated green and sustainable development, and has added related elements to our fashion design courses. We are happy to work with HK Electric on this meaningful project to inspire fashion design students or young designers to produce and promote sustainable fashion."

The "Back in Fashion" design competition is also supported by the Business-School Partnership Programme (BSPP), as well as industry partners including Clothing Industry Training Authority, The Hong Kong Research Institute of Textiles and Apparel, Redress, The Salvation Army, St. James' Settlement Social Enterprise - Green Ladies & Green Little and social eco-enterprise Dress Green.

Apart from the green fashion design competition, Ms. Yeung also highlighted another new initiative of this year's Happy Green Campaign. "Following the success of our "Decarbonisation ABC" activity book for young children, we are collaborating with Friends of the Earth (HK) to produce an action planner suggesting different green actions to support the United Nations' Sustainable Development Goals. We hope it will provide practical tips to motivate the public to adopt low-carbon habits, contributing to the sustainable development of both our city and our planet," explained Ms. Yeung.

The Happy Green Campaign has been an anchor event under HK Electric's Education Fund, with the Happy Green School Network currently comprising more than 650 schools throughout Hong Kong. The 2024/25 "Happy Green Schools and Ambassadors" and the "Green Energy Dreams Come True" Competition will be open for enrolment in June. For more information, please visit the Happy Green Campaign website and Facebook page [www.facebook.com/hkelectrichappygreencampaign](http://www.facebook.com/hkelectrichappygreencampaign). Interested parties may also call 3143 3727 or email [happygreen@hkelectric.com](mailto:happygreen@hkelectric.com) to find out more.

Photo Captions:



Ms. Mimi Yeung (2<sup>nd</sup> right, back row), Principal Fong Chung-lun (2<sup>nd</sup> left, back row), President, Hong Kong Island School Heads Association, Dr. Paul Tsang (Centre, back row), Mr. Cassy Yu, Group Director of Operations of Victoria Educational Organisation (1<sup>st</sup> left, back row) and Principal Lesley Wong (1<sup>st</sup> right, back row), Victoria Educational Organisation (Lower Kornhill Campus) join hands with young designers in the upcycling workshop to kick off this year's Happy Green Campaign.



Ms. Mimi Yeung (1<sup>st</sup> right), Principal Fong (2<sup>nd</sup> left) and Dr. Tsang are joined by three kindergarten students to unveil two key initiatives of Happy Green Campaign 2024 - the “Back in Fashion” green fashion design competition and an action planner supporting the United Nations’ Sustainable Development Goals, both aimed to encourage all to go green and low-carbon.



Principal Lesley Wong (1<sup>st</sup> right, back row) of Victoria Educational Organisation (Lower Kornhill Campus) is pleased to see how the workshop had inspired young kids’ creativity, “Our kindergarten has been keen to nurture the younger generations to become visionary and socially responsible citizens. Through today’s activity, our kids were able to learn and practise upcycling, which will go a long way building their green mindset and habits.”



At the workshop, officiating guests partner with young green fashion designers to turn old clothes and household waste into new outfits for HK Electric's mascots Green Kid, Smart Kid and Green Dog.



These young "green fashion designers" learn how to mix-and-match recycled and upcycled materials and create a new look for Green Kid and her friends.

主辦  
港燈 HK Electric 130th Anniversary 130 周年紀念  
智型碳中和 BE CHILL BE CARBON NEUTRAL  
綠得開心計劃 HAPPY GREEN CAMPAIGN

# 「衣衣不捨」 環保時裝設計比賽

你有没有想过将日常生活中看似微不足道的物件制作成衣服，从而减少浪费和浪费？立即参与由港燈主辦、THEi 高科院合辦的「衣衣不捨」環保時裝設計比賽，發揮創意製作獨一無二的新時裝，實踐惜物減廢，幫助香港實現碳中和，人盡作品將可進入總決賽的時裝表演並有機會作公開展出！

**組別**

- 親子組 (2-4人一組，當中必須至少有一位為8-12歲的小童)
- 中學組 (個人或團體賽制，不多於4人)
- 公開組
- THEi組

**報名方法**

- 親子組及中學組 (截止日期：2024年6月12日)
- 公開組及THEi組 (截止日期：2024年6月19日)

**設計詳情**

- 參賽者必須製作至少一套服裝
- 参赛作品必須符合環保和可持續發展原則，包含「循環再造Recycle」或「升級再造Upcycle」元素，靈感點可在日常生活中尋獲

**詳情**

所有參加者均獲贈電子證書，查詢請致電THEi客戶中心，或親臨THEi客戶中心，或親臨THEi客戶中心，或親臨THEi客戶中心。

3143 3727 或 2643 3344 | happygreen@hkelectric.com

THEi 高科院  
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Now open for enrolment, the “Back in Fashion” green fashion design competition invites the public to reduce waste by turning unwanted items into new outfits. Finalists will showcase their works in a catwalk in July to compete for the grand awards.