



What's In for Fashion: Sustainability is the New Normal? 綠色時尚新常態

- Date 日期 : 18 / 3 / 2021 (Thursday 星期四)
- Time 時間 : 4:30pm – 5:30pm
- Speakers 講者 :
 - Mr Edwin Keh, CEO, The Hong Kong Research Institute of Textiles and Apparel (HKRITA)
 - Ms Malin Lundahl, Sustainability Manager, H&M Greater China
 - Ms Charis Kong, Manager, Esquel Group
- Moderator 主持 :
 - Ms Nissa Cornish, Executive Director, Redress
- Language 語言 : English (Simultaneous interpretation service will be provided)
英語 (設普通話即時傳譯)
- Remarks 備註 : Free of charge, pre-registration required 免費參加 · 需預先登記

Abstract 活動撮要

The focus of fashion consumers has tilted towards health and environmental priorities, even more so after the pandemic outbreak. Some say that the increasing sensitivity of consumers in the field of sustainability should not be ignored, but some has remained skeptical, believing it is merely a niche trend that labels adopted to appeal to millennials. In this panel, key players will gather to reveal the secrets to harnessing untapped business potential of sustainable fashion, and how it may transform the landscape of the fashion marketplace.

Time 時間	Tentative Rundown 擬定程序
4:30pm – 4:35pm	Opening Remarks and Speaker Introduction by Nissa Cornish
4:35pm – 4:45pm	Presentation Mr Edwin Keh, CEO, HKRITA
4:45pm – 4:55pm	Presentation Ms Malin Lundahl, Sustainability Manager, H&M Greater China
4:55pm – 5:05pm	Presentation Ms Charis Kong, Manager, Esquel Group
5:05pm – 5:20pm	Panel Discussion
5:20pm – 5:30pm	Q&A Session



INTERNATIONAL SOURCING SHOW / 2021

17/3-29/7 ONLINE
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國際採購匯

About the Moderator 主持簡介



Ms Nissa Cornish
Executive Director, Redress

Nissa Cornish is the Executive Director of environmental NGO Redress, whose mission is to prevent and transform textile waste and catalyse a circular fashion economy. Prior to this role she headed up production for the Redress Design Award, as its Events Director.

Before joining Redress, Nissa held positions including Editor in Chief at *Ecozine*, an award-winning sustainable lifestyle magazine, and Event Director at the Hong Kong Cleanup, an NGO focused on waste reduction.

Nissa believes in the positive potential of fashion, and that everyone – consumers, brands, policy-makers – needs to play a role if we want to see real change for the better.

About the Speakers 講者簡介



Mr Edwin Keh
CEO, HKRITA

Mr Edwin Keh is the CEO of The Hong Kong Research Institute of Textiles and Apparel. He is also on Faculty at the Wharton School, University of Pennsylvania and The Hong Kong University of Science and Technology.

Edwin was awarded the Medal of Honor in 2020 by the HKSAR Gov for his research work during the pandemic. He was named the best of Top 50 Innovative Retail Leaders by Inside Retail Hong Kong in 2019 and is on the Debrett's Hong Kong 100 as one of the most influential people in Technology and Digital sector.



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Ms Malin Lundahl **Sustainability Manager, H&M Greater China**

Malin joined the H&M Group in 2013 to focus on the development and production of the H&M brand's new Beauty cosmetic line. Previous to the Sustainability Manager role Malin has worked with sustainability, cosmetics and material for H&M's production organization.

She has a diverse background in bioengineering, skin care research, and new product development, and is a published researcher. Malin is passionate about how successful business can and should have a positive impact on the environment and people in its full value chain.



Ms Charis Kong **Manager, Esquel Group**

Charis wears multiple hats at Esquel, spearheading the Global Management Trainee Program, as well as driving, coordinating, and communicating group-wide sustainability initiatives. All this is in service of engaging and empowering relevant stakeholders to advance Esquel Group's vision of Making a Difference to climate change and wealth gap issues. Prior to her current role, Charis

spent extensive time working on the fabric production floor, where she gained first-hand insights into the landscape of the textile and apparel industry.