

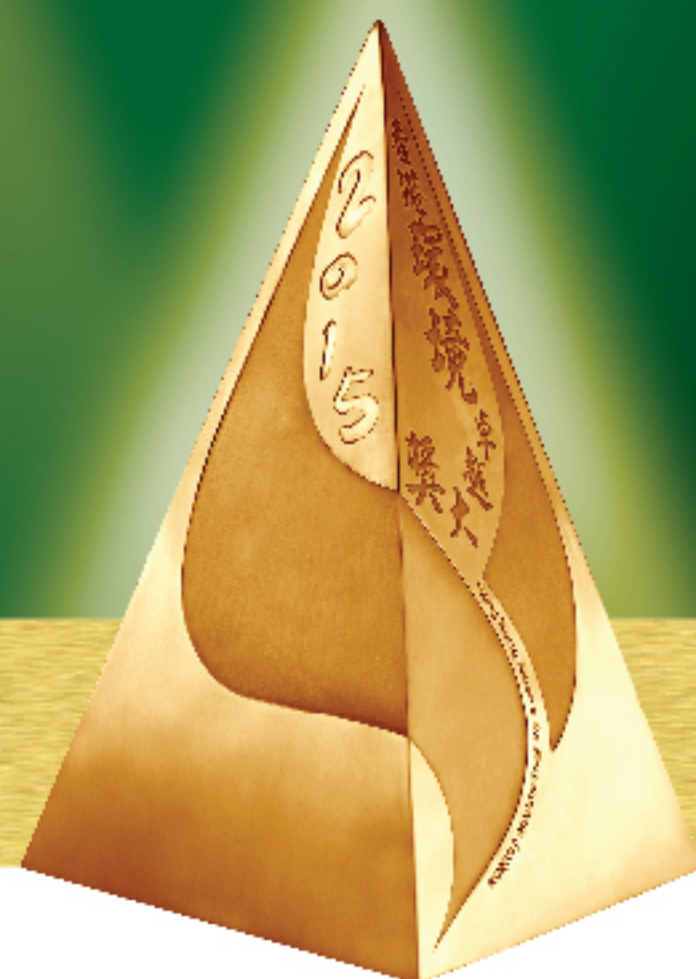
香港環境卓越大獎

Hong Kong Awards for Environmental Excellence

商舖及零售業

Shops and Retailers

金獎 Gold Award



H & M Hennes & Mauritz Limited

H&M對時尚充滿熱誠，同時亦十分關注時裝界對人類及地球帶來的影響。H&M每年實行數以百計的「Conscious Actions」，為自己設定挑戰，提升時尚產品的可持續性，同時讓可持續發展體現時尚性。

H&M has a passion for fashion and care for how the fashion industry affects the people and the earth. Every year, H&M takes hundreds of “Conscious Actions” as challenges to ultimately make fashion sustainable and sustainability fashionable.



H&M是首家推出全球衣物回收計劃的時裝企業。顧客可將衣物捐贈到香港任何一間H&M門店，亦會獲贈一張折扣優惠券。

H&M is the first fashion company to launch a clothing collecting initiative worldwide. Customers are able to hand in used garments in all H&M stores in Hong Kong, in return for a discount voucher.



自2014年開始，H&M把衣物回收計劃中收集得來的紡織纖維，製成牛仔布系列。

Since 2014, H&M has launched denim pieces made of recycled textile fibres from garments collected under the Garment Collecting Initiatives.



所有H & M服裝的衣物標籤上都印有clevercare.info網址，鼓勵顧客以更可持續的方式來處理衣服。

All of H&M's products are now labelled with the clevercare.info website to encourage consumers to take care of their clothes in a more conscious way.