

Dhaka
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PRESS RELEASE

SUSTAINABLE SWEATER DESIGN CONTEST 2021

Hera Sweaters Limited (HSL), a LEED Gold certified sweater factory in Bangladesh, has launched the "Sustainable Sweater Design Contest 2021 (SSDC 21)". The aim of the contest is to acknowledge the talent of emerging designers and encourage them on their way to higher sustainability and responsibility.

HSL is committed to sustainable production process, and believes in the principles of "Reduce, Reuse, and Recycle". The world now consumes about 80 billion new pieces of clothing every year. This is 400% more than the amount consumed just two decades ago. HSL strongly believes that to save the planet, people must commit themselves to sustainable and environment-conserving products and production processes. HSL's commitment is manifested by several initiatives, such as: water recycle and reuse resulting in zero discharge, heat recovery to save energy, and production of electricity through solar panels.

The "SSDC 21" is an international competition which will be judged by an acclaimed panel of reputed designers comprising Ms. Bibi Russell (Bangladesh), Ms. Emma McClelland (UK), Ms. Aysen Bayram (UK) and Mr. Mohammad Iftexhar Rahman (Bangladesh). The last date of designs of Sustainable Sweater Design Contest 2021 is 20th February 2021. The Top 3 designers will get prize money of USD 1,000, USD 700 and USD 500 respectively. The 20 shortlisted designers will receive a Certificate of Merit, and an opportunity to showcase their designs through exhibitions.

A handwritten signature in blue ink, appearing to read 'Ahad Chowdhury', with a long horizontal line extending to the right.

Ahad Chowdhury
Senior Executive.

