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**PARKER FAIRFIELD, MANAGING DIRECTOR, FUSION CONSULTING  
SPEAKS AT REDRESS SUSTAINABLE FASHION CONFERENCE**

by Amanda Tran, Fusion Business Development Assistant

HONG KONG, June 07, 2011 -- On May 19, 2011, over 100 people gathered for the Redress Forum in Hong Kong. The one-day seminar explored the challenges and opportunities for Hong Kong designers, manufacturers and retailers as they adapt more environmental and sustainable practices. Fusion Consulting Managing Director **Parker Fairfield** offered his expertise of corporate social responsibility and sustainability as a panel speaker at the event.

Multiple discussions were held throughout the day, ranging from the ethical, monetary and economic value of employing sustainable fashion practices to how businesses can educate and engage their customers to become loyal to their “green” brand.

Fairfield spoke on a panel entitled ‘The Business of Sustainability,’ a discussion focused on how the adoption of more environmental and sustainable practices can positively impact businesses in the textile and apparel industry. The panel highlighted a need for transparency: businesses have a responsibility to adopt sustainable processes as well as educate their customers so environmentally-friendly practices can be implemented at all levels of the supply chain.

The panelists concluded that it makes 'business sense' to be environmentally conscious. Employing sustainable practices reduces cost and waste, it also builds a more reputable brand – thus creating a win-win situation for the business. Fairfield holds this same mindset through his work at Fusion Consulting, a China-based consulting firm that focuses on how corporate social responsibility and productivity are intertwined.

### **About Redress**

Redress, formerly known as Green2greener, is a Hong Kong based registered charitable organization working to drive beneficial environmental and social sustainability in the fashion industry, particularly to designers, consumers and retailers in Asia. Redress achieves this via sustainable fashion shows, exhibitions, competitions, seminars and media outreach. Working with a wide range of partners, Redress aims to enhance, educate and enable the adoption of a more sustainable fashion industry that will help to minimize the negative impact and maximize the positive impact of the fashion industry on society and the environment.

For more information about Redress, visit [redress.com.hk](http://redress.com.hk).

### **About Fusion Consulting International Ltd.**

Fusion Consulting International Ltd. is a corporate social responsibility (CSR) and continuous improvement (productivity & efficiency)-focused consulting company aiding premier suppliers across Greater China. Fusion brings disparate groups together to markedly increase companies' productivity by uniting employees, management, customers and owners into one cohesive unit. Fusion's innovative approach and strategic alliances accentuate our co-founders' extensive consulting experience. As the leading provider of CSR and productivity and efficiency consulting services in China, Fusion is the only company in its field to implement continuous improvement systems that reevaluate and strengthen all of its factory solutions. For more information about Fusion Consulting, visit [www.FusionLimited.com](http://www.FusionLimited.com).