

APPAREL AND ACCESSORIES

Kenzo, with WWF partnership, supports effort to double population of wild tigers by 2022

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Kenzo is partnering with the World Wide Fund for Nature (WWF) to support "Tx2", a global commitment to protect the world's wild tigers and double their numbers by the end of 2022. Image credit: Kenzo

By LUXURY DAILY NEWS SERVICE

LVMH fashion house Kenzo is partnering with the World Wide Fund for Nature to support "Tx2," an initiative that is committed to protecting the world's tigers and doubling their numbers by the end of 2022.

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As part of the partnership, Kenzo has debuted a capsule collection dedicated exclusively to the tigers that serve as the brand's mascot. For each item sold, Kenzo will donate \$10 to WWF to meet its Tx2 goal.

"With this latest initiative, Kenzo remains faithful to its longstanding philosophy of celebrating the natural environment and contributing to its protection," Kenzo said in a statement.

"Wild tigers perfectly embody the founding principles behind the Kenzo brand energy, power, nature as a key source of inspiration and the dynamic Jungle Jap' spirit."

Wild about big cats

Kenzo's tiger-themed capsule collection includes T-shirts, sweatshirts and dresses made from 100 percent organic cotton certified to the Global Organic Textile Standard (GOTS). The collection will be available starting Sept. 23.

Tigers play a key role in the health of natural ecosystems. But tigers in the wild are in danger of extinction.

From a population of around 100,000 a century ago, wild tiger numbers were down to just 3,200 in 2010, most of them in India.

Since then, conservation efforts have led to an increase in wild-tiger numbers to an estimated 3,900 by 2016.

Kenzo and WWF will work closely with governments, communities and conservation partners to aim at doubling tigers in the wild by 2022, also the next Chinese Year of the Tiger.

"This partnership to protect tigers is part of a broader alliance between Kenzo and WWF aimed at improving the

sustainability of the brand's cotton supply chain and minimizing its impact on freshwater ecosystems," Kenzo said.

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