

NONPROFITS

PVH Corp. announces relief partnership with AmeriCares

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PVH Corp. will help support AmeriCares' on-the-ground efforts during disaster responses. Image credit: Tommy Hilfiger

By LUXURY DAILY NEWS SERVICE

U.S. fashion group PVH Corp. is joining the AmeriCares Emergency Response Partner Program to help provide funding to preparedness, response and recovery efforts around the globe.

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The PVH Foundation, the group's philanthropic fund, will provide annual funding to **AmeriCares'** emergency relief efforts. The disaster relief partnership also fits into PVH's corporate responsibility strategy of fighting climate change.

Relief support

Since its founding in 1979, AmeriCares has provided more than \$19 billion in aid in 164 countries, including the United States.

PVH Foundation first helped AmeriCares earlier this year during the organization's response to the Texas severe winter weather and power crisis. AmeriCares provided bottled water, medicine, PPE and other relief items for families and health centers across the state.

"The partnership with AmeriCares builds on PVH's overall disaster relief efforts that provide company and associate-driven funding for immediate relief and long-term recovery in communities where our associates live and work," said Guy Vickers, president of PVH Foundation, in a statement. "We are proud to continue our support of AmeriCares important work on the ground in communities around the world, and further our company purpose to drive fashion forward for good."



PVH Corp. began working with Americares in early 2021 after a natural disaster in Texas. Image credit: Americares

The organization sustains a constant state of emergency readiness, with relief supplies pre-positioned in disaster-prone areas, maintaining an international roster of international disaster response experts, supporting needs assessments and deploying emergency response teams.

"We are so grateful for PVH's generosity and commitment to giving back especially during times of crisis," said Kate Dischino, vice president of emergency programs at Americares, in a statement. "Americares Emergency Response Partners build the foundation from which all our responses are launched and PVH's support will allow us to prepare for and rapidly respond to future emergencies around the globe."

Supporting disaster relief efforts has taken on more importance amid a global pandemic and more frequent and severe natural disasters.

In 2020, French luxury conglomerate Kering's various brands will donate \$687,000 to support the fight against Australia's bushfire crisis.

The donation, which amounts to Australian \$1 million, will be made immediately to aid the efforts of Australians after wildfires ran rampant across the country. Kering brands Gucci, Saint Laurent, Bottega Veneta, Balenciaga, Alexander McQueen, Brioni, Boucheron, Pomellato, Dodo, Qeelin, Ulysse Nardin and Girard-Perregaux have pitched in with the money ([see story](#)).