

APPAREL AND ACCESSORIES

PVH Corp. pledges \$10M to global nonprofits fostering access to fashion

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PVH Corp. is donating \$10 million over four years to nonprofits that will reach underserved and underrepresented communities. Image credit: Tommy Hilfiger

By LUXURY DAILY NEWS SERVICE

U.S. fashion group PVH Corp. has announced its plans to invest \$10 million in organizations that foster awareness and access in the fashion industry.

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Reflecting PVH Corp.'s Global Inclusion & Diversity (I&D) Council's initiatives, the group's philanthropic fund, the PVH Foundation, is investing \$10 million over the next four years in global nonprofits that support the company's inclusion and diversity priorities. The investments are aiming to create opportunities for underserved and underrepresented communities.

"With driving fashion-forward for good at the core of everything we do, our new partnerships will help PVH make a greater global impact in our communities," said Stefan Larsson, CEO of **PVH Corp.**, in a statement. "As a company, we are committed to making a difference with inclusion and diversity, and we look forward to elevating the next generation of innovators around the world."

Serving the world

Through this series of investments, PVH will be working with its partners in supporting programming for high school students as well as training for people with "non-traditional" backgrounds who are seeking employment opportunities within the fashion industry.

In Asia, PVH will be working with KELY Support Group (KELY) and World of Art Brut Culture (WABC). In Australia, the fashion group will be working with The Australian Business and Community Network.

In Brazil, PVH will be working with the Ecotece Institute.

After working closely with TommyCares partner Fashion Minority Alliance, the group will be working in Europe with Fashion Council Germany (FCG), Graduate Fashion Foundation and House of Denim Foundation.

In North America, PVH will be working with Creatives Want Change (CWC), Custom Collaborative, I Love First Peoples, Misa Hylton Fashion Academy (MHFA), National Urban League, New Circles and Prep for Prep.



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

Last year, PVH joined the Americares Emergency Response Partner Program to help provide funding to preparedness, response and recovery efforts around the globe.

The PVH Foundation provided annual funding to Americares' emergency relief efforts. The disaster relief partnership also fit into PVH's corporate responsibility strategy of fighting climate change ([see story](#)).

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