Asos and PVH Corp join Global Fashion Agenda as strategic partners

By Barbara Santamaria - 14 January 2019

British e-tailer Asos and PVH Corp, the US group behind leading brands such as Calvin Klein and Tommy Hilfiger, have been named as new strategic partners of Global Fashion Agenda.

They are joining a small circle of brands that also includes Bestseller, H&M Group, Kering, Li & Fung, Nike, Sustainable Apparel Coalition and Target with the aim of mobilising the global fashion system and promoting change in the way we produce and consume fashion.

“With the addition of Asos and PVH, our Strategic Partner group has truly come full circle. We’re excited to now have industry-leading representatives from all of the various segments of the fashion industry, including luxury, athletic, e-commerce, high street, mass, premium and sourcing markets,” commented Eva Kruse, CEO and president of Global Fashion Agenda.

The non-profit organisation, which organises the Copenhagen Fashion Summit, said the arrival of Asos and PVH will help it further develop its ambition of spearheading the industry’s journey towards a more sustainable future.

As the owner of some of the world’s largest clothing companies, PVH has the power to influence consumer behaviour, and Asos can make a real impact by supporting its own and third-party brands in implementing sustainable practices, Kruse said.

Nick Beighton, chief executive of Asos commented: “We’re very pleased to be joining Global Fashion Agenda’s Strategic Partner group and excited about the opportunity it presents.”

Emanuel Chirico, chairman and CEO of PVH Corp, added, “Addressing the challenges facing the fashion industry today requires going beyond the influence of any one organisation. Partnership is critical to achieving true transformation at scale.”