Tommy Hilfiger launches circular fashion initiative

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It's the week of entering the circular economy for some of fashion's biggest brands. Just days after Gucci and Levi's announced their own respective circular fashion initiatives, PVH-owned brand Tommy Hilfiger has launched Tommy for Life, a circular business model for refreshing pre-owned pieces from the brand.

Tommy for Life will be piloted in the Netherlands, the location of the Tommy Hilfiger brand's headquarters, starting October 7. The program will later be expanded into other European markets in 2021.

According to a press release, Tommy for Life will allow consumers to trade in their pre-owned Tommy Hilfiger and Tommy Jeans pieces, as well as damaged items from retail operations, in exchange for discount vouchers. Those pieces that are still in good shape will be professionally cleaned, repaired and restored, and will be sorted into categories, including 'reloved,' or previously owned products traded-in by consumers; and 'refreshed,' or restored items from store and e-commerce returns, including items from the retail inventories that become unsaleable or proved defective. A third category, 'remixed,' will see pieces that cannot be cleaned in full or repaired get taken apart and repurposed into new designs beginning in 2021.

Clothes will be restored in partnership with The Renewal Workshop. Clothes that are beyond repair will be recycled or repurposed.

“The time to drive real, impactful change in the fashion industry is here and now, so we are committed to identifying ways to innovate our business models, practices and the way we interact with our consumers,” said Martijn Hagman, chief executive officer of Tommy Hilfiger Global and PVH Europe.

“‘Tommy for Life’ provides solutions to one of our industry's greatest challenges: switching from a 'take-make-waste' approach to a model in which we keep products and materials in use as long as possible. Our investments in a business model that pioneers this at this scale and complexity will have true impact – not only on our brand.
“In a business model that pioneers this at this scale and complexity will have true impact—not only on our brand, but on the future of the industry as a whole.”

Those who wish to participate in the program can trade in their used pieces at Tommy Hilfiger stores or send them via mail. Tommy for Life products will be available for purchase online exclusively at Tommyforlife.com.

‘Tommy for Life’ is one of the initiatives tied to Tommy Hilfiger’s ‘Make it Possible’ program dedicated to environmental and social sustainability, and comes as part of the brand’s goal to make products that are fully circular and that can be part of a sustainable loop by 2030.