Tommy Hilfiger launches 'Play it Forward' partnership with Shawn Mendes

By Jennifer Braun  -  13 May 2022

Tommy Hilfiger, owned by PVH Corp., announced on Thursday the launch of its 'Play it Forward' partnership with Canadian singer-songwriter Shawn Mendes.

“Shawn’s not only a multitalented musician — he also represents a new generation of ‘Futuremakers’ who understand the need for action,” said Tommy Hilfiger. “By joining forces with Shawn to learn, share and innovate, we can build upon what we’ve already achieved and take our sustainability journey to the next level. While we recognize we still have a long way to go, together we can build even more awareness to make a positive, lasting impact.”

The collaboration will kick-off with Mendes as the face of the Summer 2022 global campaign, titled 'Classics Reborn'. Launching May 16, the campaign, shot by Craig McDean, features Mendes wearing styles from the 1985 'Program' collection, which is a more sustainable offering.

As part of the partnership, Mendes will equally wear more sustainable, custom-made Tommy Hilfiger styles.
As part of the partnership, Mendes will equally wear more sustainable, custom-made Tommy Hilfiger styles, throughout his upcoming 'Wonder: The World Tour', where Mendes has committed to making the tour climate positive, by reducing CO2 emissions by 50 percent per show compared to his last world tour in 2019, and mitigating all remaining emissions through a combination of carbon removal and carbon avoidance projects.

In line with this commitment, Tommy Hilfiger is donating US$1 million to mitigate and offset the environmental impact of the tour.

Finally, the partnership will culminate with a co-designed capsule collection, launching in Spring 2023, which will include a focus on sustainable essentials. Most recently, Mendes wore Tommy Hilfiger to the 2022 Met Gala.

“I’ve always been inspired by Tommy and the iconic brand he built, and I’m excited to share our journey together with my fans,” said Mendes. “Everyone has a role to play in creating a more sustainable future and I’m inspired to see what we can achieve. I look forward to learning from each other, exploring how creative reimagination can have a positive effect on the fashion industry, and sharing what living more sustainably means to me.”

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