

# Tommy Hilfiger reveals capsule collection in aid of Covid-19 relief

Tommy Hilfiger has launched a capsule collection of limited-edition T-shirts and sweatshirts designed in collaboration with consumers, and 100% of the proceeds from their sale will go towards global Covid-19 relief efforts.



In April, fans of the US-born fashion brand were urged to visit the Tommy Hilfiger and Tommy Jeans Instagram pages to vote on their favorite designs. The winning designs were revealed last week and will be available for purchase on [tommy.com](https://tommy.com) in select markets.

Tommy Hilfiger, which is owned by parent company PVH Corp., also donated more than 10,000 classic white T-shirts to support public health efforts in Europe and the United States. "These in-kind contributions aim to support healthcare workers caring for Covid-19 patients, as their personal protective equipment (PPE) can get so warm that it causes them to change T-shirts up to three times a shift," the company said in a statement.

"As we're all facing these extraordinary circumstances, standing together is the strongest way forward," said Tommy Hilfiger. "We're committed to give back and provide help where it's needed the most. Never has our spirit of determined optimism been more present than it is today."



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Lauren Hartzenberg 30 Apr 2020



Other efforts underway by Tommy Hilfiger and PVH Corp. to support individuals and communities impacted by the global coronavirus pandemic include:

- PVH, through The PVH Foundation, committed \$2m towards the Covid-19 Solidarity Response Fund, in addition to other funds to support frontline medical workers, the fight against food insecurity, supply chain and industry relief, and community resiliency. The funds will be distributed to organisations across the globe.
- In support of healthcare workers, PVH donated PPE that includes over two million isolation gowns, KN95 masks, 3-ply masks, and face shield masks to Montefiore Health System in New York to support healthcare workers.
- The PVH Foundation also is working with PVH's long-term partner Better Work, a collaboration between the International Labour Organization and International Finance Corporation. Funds will be used to support activities benefitting suppliers and workers through the COVID-19 crisis.
- In early February, PVH contributed 2M RMB (\$275,000) to the Chinese Society of the Red Cross to support their efforts.



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“As we navigate these challenging times it’s more important than ever that we stand strong to support our communities and industry,” said Daniel Grieder, CEO, Tommy Hilfiger Global and PVH Europe. “This crisis will change us, but it will not stop us. Together we will get through the challenges and keep serving our communities as best we can. We are thankful for the dedication of healthcare professionals all over the world.”

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