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TOMMY HILFIGER LAUNCHES THE PEOPLE'S PLACE PROGRAM

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On May 31, 2020, designer Tommy Hilfiger called for bold change in support of the Black Lives Matter Movement, stating, “What’s happening is not ok. We need action.”

Today, Hilfiger has delivered on his promise – launching the People’s Place Program, a three-pillared platform with an initial minimum commitment of \$5 million in annual funding for the next three years, that will seek to advance the representation of black, indigenous and people of color (BIPOC) within the fashion and creative industries. Centering around Partnerships, Career Access and Industry Leadership, the program seeks to achieve consistent, long-term change.

In partnerships & representation, the brand has vowed to diversify its talent pipeline, focusing on purpose-led collaborations that specifically increase minority visibility, and partner with organizations

and creative peers whose mission is to advance BIPOC representation and equity in the fashion industry.

For Career Support & Advancement, the brand will use its knowledge and resources to ensure career opportunities by providing access to information or physical materials, specialist advice, industry introductions, and more.

In regards to Industry Leadership, to increase representation at every level, the label will commit to independent, industry-wide analyses of diversity, equity and inclusion in the fashion industry, and will work towards creating concrete action plans to use internally that can also be shared with the broader fashion industry.

“What is happening to Black communities in the US and around the world has no place in our society,” said Tommy Hilfiger. “The fact that it has continued to exist in our industry – overtly and systemically – is unacceptable. We are far behind where we should be in achieving diverse representation. It shouldn’t have taken us this long to acknowledge that, but we are determined and committed to changing it going forward. We will be intentional, fearless and unwavering in the actions we take. Through the People’s Place Program, we will use our platform to create opportunities and stand up for what is right.”

The program takes its name from Hilfiger’s first store in his hometown of Elmira, New York, which he opened at 18 years old as a space to enjoy art, music, fashion, and pop culture. Its a tribute to the era in this country that encouraged self-expression and challenged social norms.

The brand will build a governance structure to oversee the People’s Place Program and ensure its success. Senior leadership will be appointed to direct the program, and the team is currently engaging in discussions with industry peers and partners who can help advance the platform mission and maximize impact throughout the fashion landscape.

The label’s parent company, PVH Corp. and its entire brand portfolio is also taking a stand against racism. PVH will use its resources and the platforms for *TOMMY HILFIGER*, *CALVIN KLEIN*, *IZOD*, *Van Heusen*, *ARROW*, *Warner’s*, *Olga*, *True&Co.* and *Geoffrey Beene* to help end racial inequality. The PVH Foundation donated \$100,000 to each of The NAACP Legal Defense and Education Fund, which

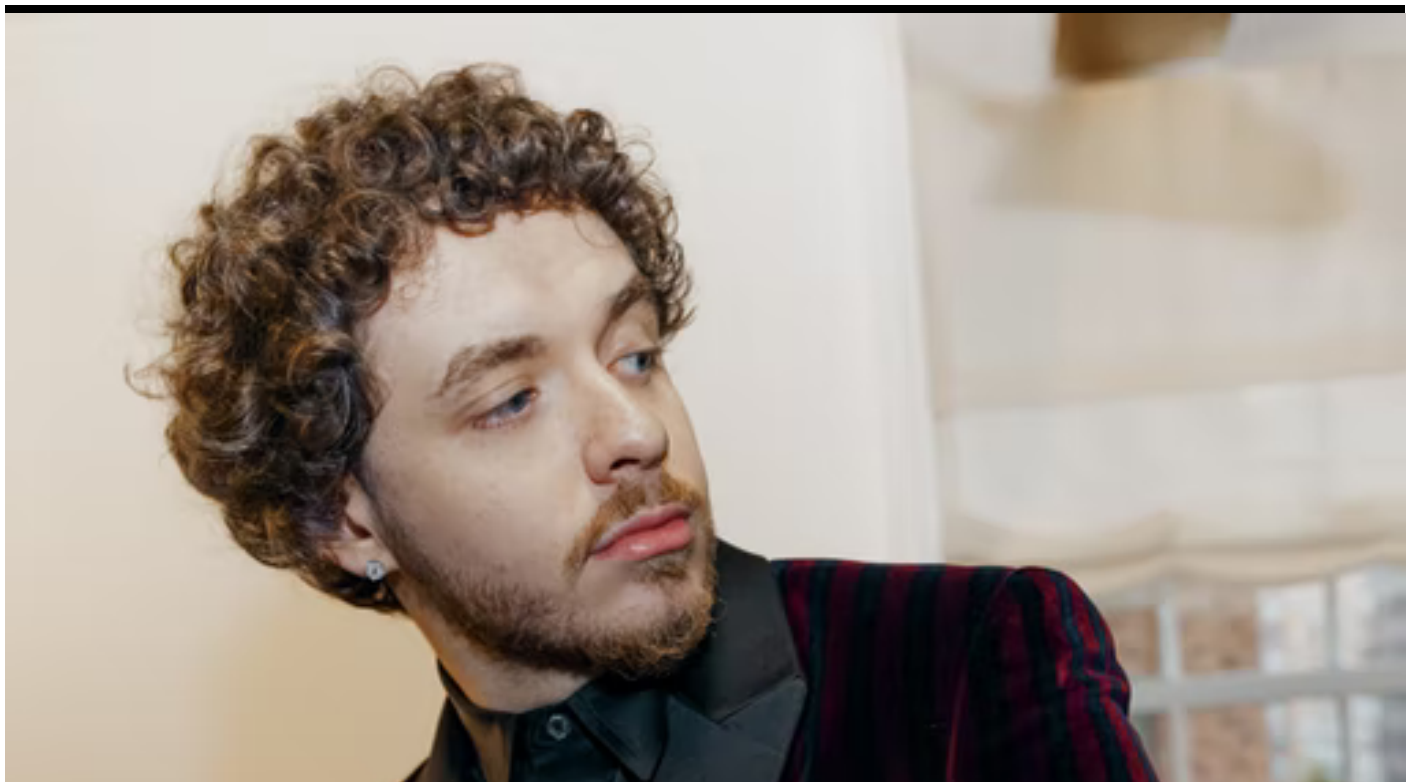
supports racial justice through advocacy, impact litigation and education, and The National Urban League, a historic civil rights organization dedicated to economic empowerment, equality and social justice. During the month of June, The PVH Foundation further matched 100% of charitable donations made by associates globally to organizations supporting racial justice.

The company will also be making immediate internal strides to become a more informed, less biased organization with a Comprehensive Action Plan centered around Listening, Learning, and Action – as the starting point in its journey to further address discrimination, injustice, inequality and racism.

Friends and followers of the brand are invited to join the conversation on social media using #Tommy Hilfiger and @TommyHilfiger.

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