

MAKE NEW POSSIBLE

TOMMY  HILFIGER  
FASHION FRONTIER  
CHALLENGE

# THE MISSION

Tommy Hilfiger aims to inspire and support social entrepreneurs in making a positive and inclusive impact on people around the world through the fashion industry.

From the way our product is made, to the consumers it is designed for or the channels it travels through, Tommy Hilfiger aims to support the best and brightest across our industry. In its second year, the *TOMMY HILFIGER Fashion Frontier Challenge* global initiative is designed to support entrepreneurial start-up and scale-up stage businesses currently developing solutions that have a positive and inclusive social impact on the fashion value chain, from raw materials to consumer interactions.

Two winners will receive a year-long mentorship with Tommy Hilfiger and INSEAD experts globally, a monetary grant, access to Tommy Hilfiger's business network, and a place in the prestigious INSEAD social entrepreneurship program (ISEP).

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**TOMMY  
HILFIGER  
FASHION  
FRONTIER  
CHALLENGE  
OVERVIEW**

# THE JOURNEY

**2019**

March - May  
**CALL TO  
ACTION**

May - June  
**DIGITAL  
JUDGING**

July  
**BOOT  
CAMP**

October -  
November  
**DESIGN  
SPRINTS**

**2020**

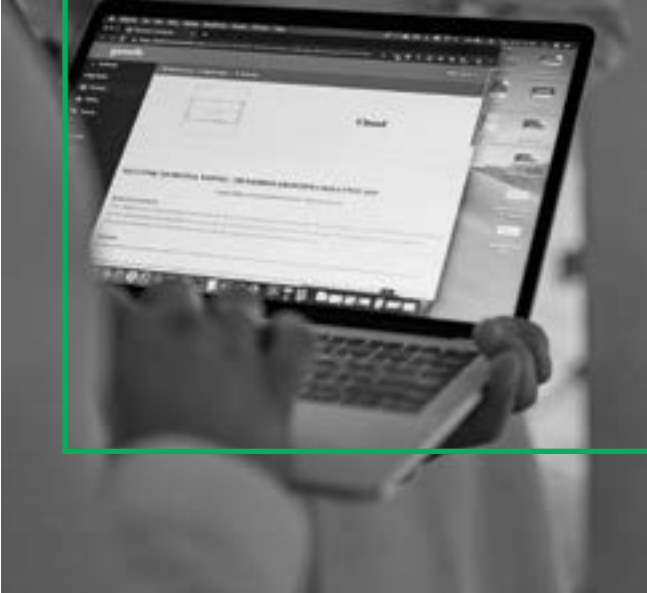
February 13  
**FINAL EVENT**



## **CALL TO ACTION**

The 2019 program kicked off in March, with a global call to action in search of start-up and scale-up social entrepreneurs that aim to make the fashion value chain more inclusive. We received over 400 applications which were reduced to 215 following an extensive vetting process by our partner, [YouNoodle](#), a global leader in start-up engagement.

# DIGITAL JUDGING



We opened the digital judging round to our PVH associates, and nearly 200 global associates digitally judged 215 applications down to a top 50 over two weeks. Using a rotation via the YouNoodle system we made sure that each application was seen by at least six different digital judges.



## THE BOOT CAMP

During a three-day boot camp at Hotel Jakarta in Amsterdam, 25 of the Digital Judges came together with INSEAD alumni and professors to further narrow down the top 50 applicants to the top 15. They used a grading tool platform provided by YouNoodle to assess applications and business plans. Review criteria included inclusivity within the fashion value chain, market analysis, financials, leadership and talent, strategy, and project impact. The team looked at business canvases, videos, finance sheets and much more from each applicant in order to select the 15 semi-finalists. Senior management then fine-tuned the list to reach the final top six.

# THE DESIGN SPRINTS

The finalists were invited from all corners of the world to take part in a dedicated Design Sprint held in Amsterdam and facilitated by Tommy Hilfiger in partnership with oneUp, which helps start-ups execute on innovation initiatives.

Participants further developed their start-up or scale-up project plans with the support of a team of dedicated Tommy Hilfiger subject-matter experts. Each developed a prototype of their project plan within just four working days, from conception to completion, which they then presented to the other finalists. The finalists also began to prepare their final project pitches and received training from David Beckett, an international pitch coach and TEDx speech coach, on how to deliver this in the most powerful way. David has trained over 800 start-ups to win over €195 million in investment, working especially with social enterprises and environmental challenges. He has also trained more than 11,000 professionals in 27 countries, is the creator of The Pitch Canvas©, and the author of the book *Pitch To Win*.

This is the second year that David has worked on the Fashion Frontier Challenge and he will be presenting during the final event. Following the Design Sprints, each finalist continued to work with David to strengthen their pitch. They also had calls with Tommy Hilfiger's partners at Fashion For Good to determine how socially disruptive their business plans are within their markets.