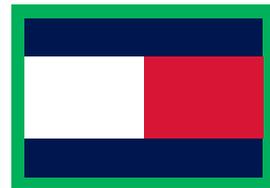


MAKE **NEW** POSSIBLE

TOMMY  HILFIGER
FASHION FRONTIER
CHALLENGE

**FINAL
EVENT**
JANUARY 13 2022



MAKE IT POSSIBLE

THE MISSION

The *Tommy Hilfiger Fashion Frontier Challenge* is a global initiative that is open to entrepreneurial start-up and scale-up stage businesses that are developing solutions that have a positive social impact on the fashion value chain.

The impact can be made in different forms: from including diverse consumer groups and making products more accessible, to improving lives across the value chain. We are supporting entrepreneurs who stand up for what they believe in and are committed to driving change in the fashion industry.

In its third year, the focus of the Challenge is to create a more inclusive fashion landscape by empowering, supporting and mentoring black, indigenous and people of color (BIPOC) entrepreneurs and businesses to amplify and advance more diverse communities and foster inclusion.

The six finalists will pitch their finalized concept at the global *Tommy Hilfiger Fashion Frontier Challenge* final event in January 2022, where a prestigious jury panel will award €200,000 among two winners to support their ventures. The winners will also receive a year-long mentorship with Tommy Hilfiger's experts, and a place on the INSEAD Social Entrepreneurship Program (ISEP). An additional €15,000 will be awarded to the finalist who wins the 'Audience Favorite' vote.

The ultimate goal of the program is to provide our winners with the finance and knowledge to grow their business idea in order to create maximum social impact.

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**TOMMY
HILFIGER
FASHION
FRONTIER
CHALLENGE
OVERVIEW**

THE JOURNEY

2021

January
CALL TO ACTION

April
ASSOCIATES DIGITAL JUDGING

May
CONSUMERS DIGITAL JUDGING

June
BOOT CAMP

October
DESIGN SPRINTS

2022

January
FINAL EVENT

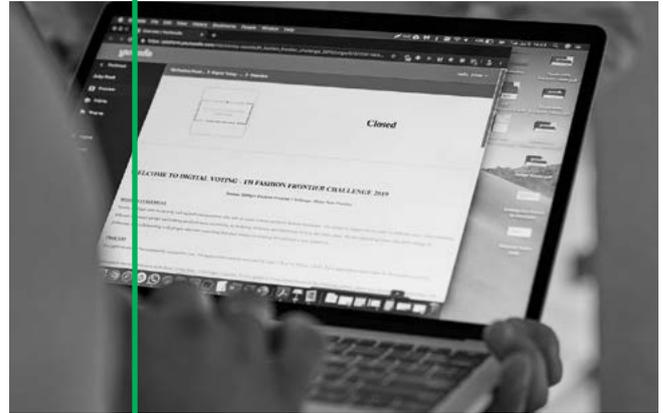
TOMMY  HILFIGER
FASHION FRONTIER
CHALLENGE

**CALL
TO
ACTION**

The 2021 program kicked off in January 2021, 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 430 applications which were reduced to 200 by YouNoodle.

DIGITAL JUDGING



We opened the digital judging round to our PVH associates and 130+ global associates virtually judged 200 applications down to a top 55 over two weeks. Using a system of rotation via the YouNoodle system we made sure that each application was seen by at least six different digital judges.

For the first time ever, we also invited consumers to take part in our digital judging as well. We received more than 1450 applications and ultimately selected 450 to virtually judge the applications.

THE BOOT CAMP



Boot Camp was held fully virtual this year. During the Boot Camp 25 associates and 7 INSEAD alumni narrowed down the top 55 social entrepreneurs to 6. Over five days of digital deliberations, discussions and workshops, associates reviewed each case holistically, selecting finalists based on a set of seven criteria.

THE DESIGN SPRINTS



The Design Sprints of this year took place via our PVH Experience Center. Working digitally alongside a team of dedicated Tommy Hilfiger subject-matter experts, finalists further developed their startup or scale-up project plans. 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.

Following the Design Sprints, the finalists also began to prepare their final project pitch and received training from **David Beckett**, an international pitch coach and TEDx speech coach, on how to deliver this in the most powerful way. This is the third year that David has supported the *Tommy Hilfiger Fashion Frontier Challenge*. 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*. Following the Design Sprints, each finalist continued to work with David to strengthen their pitch.

Finalists also participated in calls with Tommy Hilfiger's partners at Fashion For Good, a global initiative that aims to reimagine fashion through collaborative innovation, to determine how socially disruptive their business plans are within their markets.

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THE FINALISTS' BIOS



CLOTHES TO GOOD

CLOTHES TO GOOD (CTG)

**JESSE NAIDOO
TAMMY GREYLING**

Clothes to Good is a social enterprise based in South Africa and has the mission to empower communities and alleviate poverty through the conscious fashion industry. By recycling used clothing they create micro-business (MB) opportunities and jobs for people with disabilities and their families, especially mothers. They also produce educational resources for children in low-resourced early childhood development (ECD) centers. Over the last ten years CTG has not only come to understand the inner-workings of the South African clothing industry, but also how to utilize the valuable resource of recycled clothing to empower people. – “We focus on being present and mindful of the effect we have on others and the planet, and the opportunity we have to bring out the light and love in people we serve daily.”



MAFI MAFI

MAFI MAFI

MAHLET AFEWORK

MAFI MAFI is a sustainable fashion label based in Ethiopia and has a mission to merge and preserve the richness of ancient Ethiopian heritage with ready-to-wear apparel, meanwhile empowering marginalized artisans. Inspired by the founder and creative director personal childhood memories of her seamstress mother, embroidering and selling traditional textiles to community members for special occasions, MAFI MAFI upsills women artisan weavers locally, to craft versatile, wearable, and accessible luxury pieces. – “We are a social enterprise that empowers and upsills women artisan weavers in Ethiopia, who are fast leaving the craft due to a lack of economic opportunities and exploitative working conditions.”

LALALAND

**MICHAEL MUSANDU
UGNIUS RIMŠA
HAROLD SMEEMAN**

Lalaland is an artificial intelligence (AI) platform based in the Netherlands, that generates customized and inclusive synthetic AI humans for fashion e-commerce brands. They aim to generate more diversity in the web by creating AI models that actually look like the customers and display different ethnicities, ages, and sizes and are available in different pose variations, hairstyles, and body shapes. By pluralizing beauty standards Lalaland captures the incredible diversity of humankind and helps brands reduce fashion return rates in e-commerce. – “Lalaland was born out of a wish to diversify the web and solve the problem of people feeling underrepresented online.”

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The logo for Lalaland features the word "LALALAND" in a bold, sans-serif font. The letters "L", "A", "L", and "A" are stylized with a color gradient from purple to red. The word "LAND" is in a solid black font.

SOKO

SOKO

JOANNE CALABRESE

SOKO is a female-founded and led manufacturing platform and ethical jewelry brand that uses mobile technology to connect independent artisans in Kenya with the global marketplace. It is a B-Corp with a mission to reduce inequality and poverty through the creation of high-quality jobs, skills development, and training. The platform “virtually” organizes over 2000 independent artisans who now earn 5X more working with SOKO than they would in the local market. “ We are committed to using business as a force for good to balance profit with purpose because we believe that financial inclusion and economic sovereignty are the keys to lasting impact and change.”

UZURI K&Y

KEVINE KAGIRIMPUNDU YSOLDE SHIMWE

UZURI K&Y is an Africa-inspired eco-friendly shoe brand based in Rwanda, with the mission to solve the environmental and unemployment issues in their local community. The company recycles car tires in Sub Saharan Africa to make functional and fashionable footwear for millennial consumers. The company is running its own production facility, 4 retail stores and using e-commerce to reach the international market. They employ and train local young people, 1,078 youth had already been trained, among those 70% were women. – “We have the purpose to solve the environment and unemployment issues in our community, equipping the youth with practical and soft skills to increase their potential of securing jobs or even create small businesses.”



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THE JURY



TOMMY HILFIGER

PRINCIPAL DESIGNER, TOMMY HILFIGER GLOBAL

Since launching his namesake brand in 1985, Tommy Hilfiger has become globally renowned as the pioneer of classic American cool style. Inspired by iconic pop culture and Americana heritage, the designer and his brand are driven by an ever-optimistic vision to break conventions and celebrate individuality. Today, under Hilfiger's guidance, vision and leadership as Principal Designer, TOMMY HILFIGER is one of the world's most recognized lifestyle brands that shares its inclusive and youthful spirit with consumers worldwide.

YARA SHAHIDI

AWARD-WINNING ACTRESS, PRODUCER
AND CHANGE AGENT

Yara Shahidi is an award-winning actress, producer, change agent, and breakout star of ABC's Emmy-and Golden Globe-nominated series *Black-ish*. Shahidi is the executive producer and lead of its Freeform spinoff series, *Grown-ish*, playing character Zoey Johnson.

Off-screen, Yara is a full-time student at Harvard University where she is earning a B.A. in Social Studies and African American studies. She is a champion for inclusive media programming and an advocate for equity. In 2019, Shahidi expanded her relationship with ABC by signing a multi-year producing deal with business partner and mother, Keri Shahidi, under the moniker: 7th Sun Productions. Next up, Shahidi will take on Tinker Bell in Disney's live-action *Peter Pan & Wendy*.





MARTIJN HAGMAN

CEO, TOMMY HILFIGER GLOBAL AND PVH EUROPE

Martijn Hagman is the Chief Executive Officer of Tommy Hilfiger Global and PVH Europe. Martijn has helped over his 12 years with the company to evolve TOMMY HILFIGER into one of the world's most recognized premium lifestyle brands, and establish the foundation for the PVH Europe organizational structure, moving from a mono-brand to a multi-brand organization with PVH's acquisition in 2013 of the Calvin Klein Europe business. With a consumer-centric mindset, Martijn has driven the vision to evolve digital business operations, modernize the fashion value chain, progress towards aggressive sustainability targets and circularity innovations, and sustain healthy top and bottom-line growth.

Martijn joined Tommy Hilfiger in 2008 as Group Controller. He was promoted in 2009 to Vice President, Group Finance, and, following PVH's acquisition of Tommy Hilfiger in May 2010, he transitioned to the Tommy Hilfiger Europe organization as Senior Vice President, Finance. Martijn was appointed as Chief Financial Officer, PVH Europe, in April 2013 and extended his financial oversight role to include Tommy Hilfiger's global operations in September 2014. He added the role of Chief Operating Officer, PVH Europe, in November 2017.

Prior to joining Tommy Hilfiger, Martijn worked at Ernst & Young for 10 years within the International Audit practice, spending time in the Amsterdam and San Jose, California offices. Martijn graduated from the University of Amsterdam with a Master's in Business Economics in 1998. He is a Dutch Certified Auditor (RA) and has a CPA license with the California Board of Accountancy.

ESTHER VERBURG

EVP, SUSTAINABLE BUSINESS AND INNOVATION,
TOMMY HILFIGER GLOBAL AND PVH EUROPE

Esther Verburg, EVP, Sustainable Business and Innovation, Tommy Hilfiger Global.

In her current role, Esther leads a cross-functional team inclusive of Tommy Hilfiger's sustainability, innovation, circular business and I&D teams. These efforts have the ultimate goal of building towards a better fashion industry. Esther is focused on embedding sustainability and innovation within the Tommy Hilfiger business and collaborating with internal and external stakeholders to achieve a more inclusive, diverse and sustainable brand.

Prior to her current role, Esther served as the VP Corporate Responsibility for Tommy Hilfiger Global. In this role Esther was responsible for the creation, launch and embedding of Make it Possible, Tommy Hilfiger's bold sustainability strategy, which consists of 24 targets towards 2030. More recently, Esther served as the VP of Circular Business Models for Tommy Hilfiger Global, where she focused on the creation and implementation of circular business models, such as recommerce, redesign and rental. In this role Esther launched Tommy for Life, Tommy Hilfiger's first recommerce initiative.

Esther has a long history in sustainable fashion. She started her sustainability journey at MADE-BY, a non-profit organization focused on making sustainable fashion common practice. Co-building the organization from scratch, she pioneered sustainable strategies, supply chain management and communications focused on sustainability. Esther started her own company, combining consultancy on sustainability strategy for corporates and strategy for social entrepreneurs before joining PVH in 2014.





ADRIAN JOHNSON

ENTREPRENEUR AND
ADJUNCT PROFESSOR OF ENTREPRENEURSHIP,
TECHNOLOGY AND MEDIA AT INSEAD

Adrian Johnson is an entrepreneur and Adjunct Professor of the Business School INSEAD. Since 1993 he has co-founded several companies, including Poptel, Germany's first phone-to-phone Internet telephony service provider, Archimation, Germany's first architectural animation and visualization company; MrFootage, a web-based film footage library; and EdTech business, creating "NextGen" live cases.

After more than a decade collaborating with INSEAD, Adrian is an Adjunct Professor of Entrepreneurship and technology and media entrepreneurship at the Business School's campuses in Fontainebleau, Singapore and Abu Dhabi. He also sits on the INSEAD Global EMBA Admissions Panel and is the Program Director of the Summer@INSEAD which invests in the next-generation leaders of tomorrow through a business awareness summer camp for teenagers of 15 to 18 years old.

KATRIN LEY

MANAGING DIRECTOR OF FASHION FOR GOOD
AND FOUNDING CURATOR OF THE AMSTERDAM
GLOBAL SHAPERS HUB

Katrin Ley is the Managing Director of Fashion for Good (FFG), a global initiative that aims to reimagine fashion through collaborative innovation. At FFG Katrin drives the transition to a circular textile industry by harnessing the power of technology, practical action, and cross-sector collaboration.

Katrin has more than 20 years of relevant industry experience in fashion, investments and consulting. She was named a Young Global Leader by the World Economic Forum and is also the Founding Curator of the Amsterdam Global Shapers Hub.





YVONNE BAJELA

FOUNDING MEMBER AND PRINCIPAL AT
INVESTMENT FIRM IMPACT X CAPITAL THAT INVESTS
IN UNDERREPRESENTED ENTREPRENEURS
ACROSS EUROPE

Yvonne Bajela is a founding member and principal at Impact X, a UK-based early-stage investment firm and venture capital fund that invests in companies led by underrepresented entrepreneurs across Europe and promotes diversity and inclusion in the investment industry. Recently she had exposure on the FTSE 250 listed HarbourVest Global Private Equity board and is a Non-Executive Director at City Gateway.

As a strong advocate for entrepreneurship and female empowerment, Yvonne has been featured in many publications including Forbes, Management Today and The Financial Times. Last year she was listed on the Forbes' 30 Under 30 Europe Finance List, along with a position on Forbes' 25 Leading Black British People. She is also a member of the London Hub of Global Shapers of the World Economic Forum, a community of young people driving change.

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EVENT PRESENTATION

AROOJ AFTAB

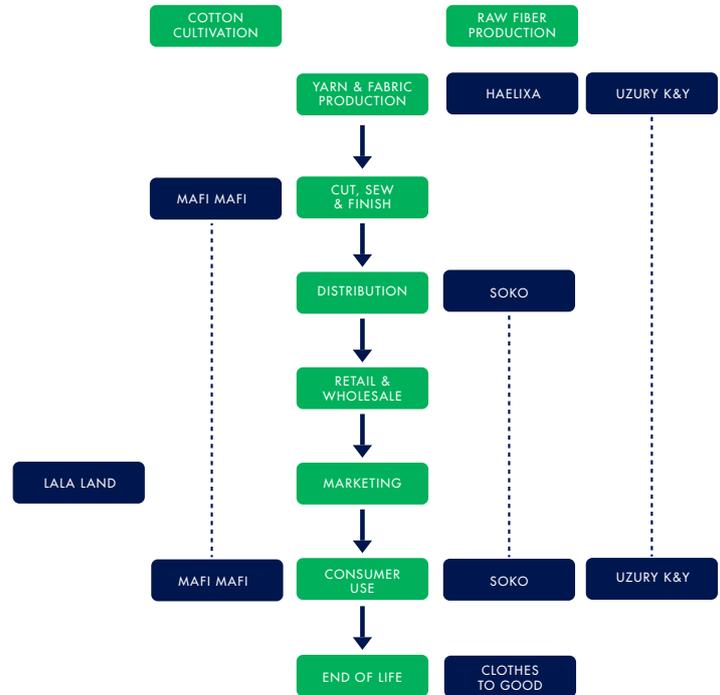
The *Tommy Hilfiger Fashion Frontier Challenge* Final Event will be presented by Arooj Aftab. Arooj is a content creator, illustrator, writer, consultant, and spokesperson for inclusivity. She is recognized for posing important questions about the language we use when it comes to promoting real and meaningful diversity.

In January 2020, Arooj launched her #donewithdiversity project, where she combined her passion for inclusivity within the fashion industry with her talent for illustration. The project encourages brands and publishing platforms to rethink the language they use and to consider if they are truly inclusive to all. Since then, she has been featured in *British Vogue Magazine*, *Cosmopolitan*, and the *BBC*.



FASHION VALUE CHAIN

The Fashion Value Chain diagram depicts the journey of every item of clothing that we make. It also provides an overview of how each social entrepreneur fits into this value chain.



PREVIOUS WINNERS



SELINA WAMUCII



AUF AUGENHOEHE



DOCTHERS



YEAR 1 CHALLENGE

SELINA WAMUCII

The Selina Wamucii business-to-business platform connects small-hold farmers to distributors via a single mobile platform, improving agricultural practices by increasing productivity and efficiency.

Awarded: €60,000

Won the "Audience Favorite Vote" and was awarded an additional Award: €10,000.

AUF AUGENHOEHE

Based on a new size chart that takes the diversity of body proportions into account, the Auf Augenhöhe fashion label designs and develops styles for people affected by dwarfism.

Awarded: €60,000

DOCTHERS

doctHERS is a digital health platform in Pakistan that matches the underutilized capacity of female doctors (who otherwise would be excluded from the workforce) to the unmet needs of factory workers via nurse-assisted technology.

Awarded: €80,000



APON WELLBEING



A BEAUTIFUL MESS



SUDARA

YEAR 2 CHALLENGE

APON WELLBEING

The Bangladesh-based scale-up opens fair-priced shops carrying daily necessities inside factories, with products offered at a 10% discount to external prices and a points scheme that workers collect for free health insurance and health services.

Awarded: €75,000

A BEAUTIFUL MESS

A Beautiful Mess runs a creative space to assist refugees in realizing social and economic independence by creating sustainable apparel products.

Awarded: €75,000

SUDARA

Based in India and the United States, Sudara is a scale-up pajama and loungewear company that develops professional and sewing skills in women who have escaped from or are at high risk of being sex trafficked.

Awarded: €10,000

Won the "Audience Favorite Vote"

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