

MAKE **NEW** POSSIBLE

TOMMY  HILFIGER  
FASHION FRONTIER  
CHALLENGE

**FINAL  
EVENT**  
**FEBRUARY 13, 2020**

# 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**

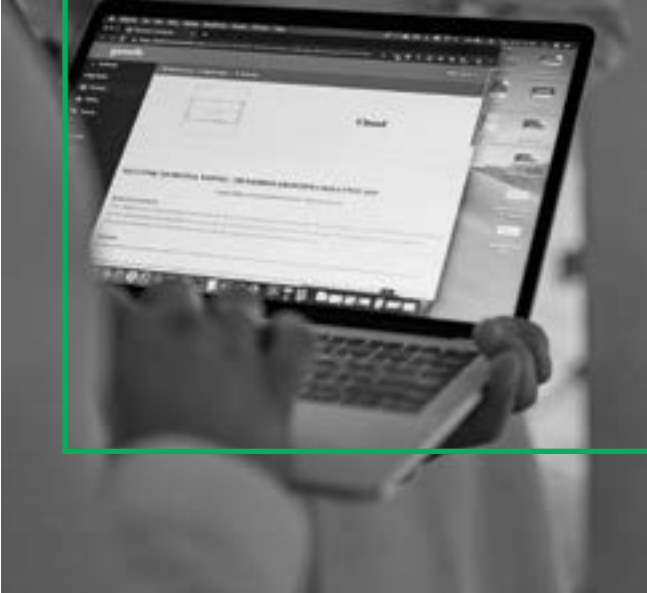
February 13  
**FINAL EVENT**



## **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.



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# **THE FINALISTS' BIOS**



**APON  
WELLBEING  
SAIF RASHID**

APON Wellbeing Ltd. is a social enterprise dedicated to transform the lives of low-income textile workers in Bangladesh and Asia. Apon create access to nutrition and daily necessities, health care, insurance and credit facility to the workers to improve health and living standard of workers. Through a multi-level partnership with the private sector, government and NGOs, Apon is redefining the retail, insurance, healthcare and financial sectors to be more inclusive for textile workers.



## **SUDARA** **SHANNON** **KEITH**

Sudara is a certified Benefit Corporation with a mission to empower women in India who have escaped from, or who are at high risk of, human trafficking. By providing dignified employment opportunities - starting with skills training - we help women have a choice when it comes to how they will provide for their families. Our success is not only measured by profits but in our positive social impact through creating long-term, sustainable change. Every Sudara product is inspired by the local Indian culture and is crafted by brave women in the community who wish to remain free from the sex trade they avoided or escaped. Revenue generated from our beautiful line of pajamas and loungewear sales is invested back into the Sudara ecosystem that provides training for more women, leading to economic independence and gender equity. With our mission-aligned partners, we help train approximately 1,200 women per year in 11 vocations with a 90% job placement rate post-training.



## **A BEAUTIFUL MESS**

### **NAZ KAWAN**

Fueled by ambition, Naz Kawan and Fleur Bakker started a local circular textile factory in 2019, which is now known as our makerspace. Collaborations commenced with Patta, de Bijenkorf, Rabobank, Danielle Cathari, Sla, Ace & Tate, Bonne Suits and many more. The makerspace is based in a former prison, the Bijlmerbajes, in Amsterdam. A Beautiful Mess produces fashion collections and merchandise, increasingly using waste as a resource to design new products. Backed up by the Refugee Company foundation and a rising number of Dutch municipalities, we are offering re-start programs to people with a refugee background.



## **CONSTANT & ZOE**

**SARAH  
DA SILVA  
GOMES**

Sarah Da Silva Gomes founded Constant & Zoé in 2015, in Lyon (France). Her brother, Constant, was born with cerebral palsy, and her family struggled to dress him in conventional clothing. After discovering that 12 million caregivers in France face similar difficulties, Sarah was inspired to start a company that designed fashionable styles specifically for differently-abled people.

Collections are available on their website but the brand also organizes mobile sales in institutions which take care of people with disabilities: making the shopping experience fun for both the caregiver and the consumer. Several medical retailers also sell this smart collection.

Fun Fact: Zoé was chosen because it means "Life" in Greek. Constant means "Perseverance" in Latin. These two words make entire sense for the brand. Perseverance and Life perfectly describe the state of mind of people living with disabilities.



# **STONY CREEK COLORS**

**SARAH  
BELLOS**

Stony Creek Colors' mission is to deliver the textile industry clean and safe plant-based colorants sourced from traceable and transparent farmer supply chains. The company has developed a new agricultural and manufacturing system to bring plant-based indigo to the denim industry, allowing its renewable chemical to displace significant amounts of toxic chemicals created from and used in manufacturing synthetic, petroleum-based indigo dyes.

The company seeks to democratize indigo production, starting with farmers in Tennessee and Kentucky USA and spanning to small holder farmers globally. SCC is providing these small farmers access to high performing indigo seed, processing capacity to make amazing high purity indigo, and access to a global market of denim mills. Chemical manufacturing shouldn't need to take place in a hidden, shadowy world of pollution and harm to workers. SCC brings clean chemical manufacturing out into the light. Vibrant, high performing colors can come from plants by investing in new ways of manufacturing and innovation. The clean color revolution is here and can responsibly sustain agricultural and textile communities.



**LAB141**  
**ANDREA**  
**MADHO**

More than 80% of people can't buy premium clothing because their sizes don't exist. LAB141 uses patent-pending technology to empower brands to eliminate the need for sizes and inventory. Our online pre-sale marketplace with integrated manufacturing supports 48-hour turnaround from our Brooklyn micro-factory and allows in-store pickup or shipping direct to consumer.

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**THE  
WINNERS  
OF THE  
FIRST  
EDITION**





## **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 €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

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# THE JURY



## **TOMMY HILFIGER**

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.



## **NOOR TAGOURI**

Noor Tagouri is an award-winning journalist and producer. Her documentary and subsequent podcast series, *Sold in America: Inside Our Nation's Sex Trade* received a Gracies award for Best Investigative Series. Noor is a touring speaker and brand consultant focused on identity, representation in media, and breaking barriers through storytelling. Noor recently announced the launch of her own production company, At Your Service, which has partnered with Pulse Films on her upcoming series, *In America with Noor*.



## **DANIEL GRIEDER**

As CEO, Tommy Hilfiger Global and PVH Europe, Daniel Grieder has been instrumental in evolving *TOMMY HILFIGER* into one of the world's most recognized premium lifestyle brands, led by a Rolling Vision. His passion for speed, innovation and digitalization led to the launch of pioneering initiatives, including the Digital Showroom, which set a new industry benchmark for selling; the Store-of-the-Future, which blends traditional shopping with digital innovation, customization experiences, and a signature social setting and 3D design in product, which supports the transformation of the brand's value chain. During his tenure, the company expanded to over 100 countries with more than 2,000 retail stores and global retail sales of \$8.5 billion in 2018.

Daniel Grieder has over 30 years of international experience as managing director, founder, president and CEO. As part of the pan European launch of Tommy Hilfiger in 1997, Daniel introduced the brand in his native home of Switzerland and Austria and he was appointed CEO, Tommy Hilfiger Global, in addition to his continued role as CEO, PVH Europe in 2014.



## **MARTIJN HAGMAN**

Martijn Hagman is the Chief Financial Officer for Tommy Hilfiger Global and the Chief Operating Officer for Tommy Hilfiger Global and PVH Europe. In these capacities, he oversees finance, digital business transformation and business development.

Martijn joined Tommy Hilfiger in 2008 as Group Controller based in Amsterdam. In 2009 he was promoted 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 oversight to include Tommy Hilfiger's global operations in September 2014, and also assumed the role of Chief Operating Officer in November 2017.

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



## **STEVEN SERNEELS**

After selling his company, Steven joined Ashoka, Washington, in 2011, where he focussed on collaboration between social entrepreneurs and corporations. Today, Steven is CEO of EVPA, Europe's platform for Venture Philanthropists and Social Investors, and chair of the Corporate Social Investment Initiative. He is investor of SI<sup>2</sup>, a for profit social impact fund, and chairman of Kampani, an impact investment fund to unlock the potential of entrepreneurial farming in the South. He is board member of Institute of Tropical Medicine (ITG) and co-founder and chairman of Iristick, developing, producing and commercializing smart safety glasses, both for Industry and Society.



## **KATRIN LEY**

As the inaugural Managing Director of Fashion for Good, Katrin Ley steers the organization's global efforts to enable the invention and widespread adoption of good fashion practice by harnessing the power of innovation, practical action and cross-sector collaboration to drive the transition to a circular textile industry.

Katrin has more than 20 years of relevant industry experience in fashion and impact investing. Before Fashion for Good, Katrin worked at Pymwyc, the "Put Your Money Where Your Meaning Is Community" of European wealth holders who invest for impact. Prior to that, she was Managing Director within the Adidas Group (U.S. and the Netherlands) and a Principal at Boston Consulting Group (Germany and Scandinavia) – with a focus on private equity, consumer goods and technology. Katrin was named a Young Global Leader by the World Economic Forum and is the founding curator of the Amsterdam Global Shapers Hub.



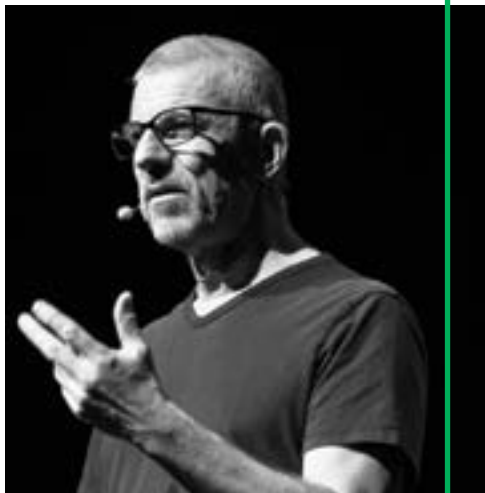


## **WILLEMIJN VERLOOP**

Willemijn Verloop is Founder and Director of Social Enterprise NL (the Dutch National Platform for Social Entrepreneurs) and founding partner of Social Impact Ventures, a leading Dutch impact investment fund. She is a serial social entrepreneur and Supervisory Board Member of several social ventures, such as Tony's Chocolonely and TheSocialMedwork. Willemijn has written extensively on the topic of social venturing and has co-authored books such as *Social Enterprise Unraveled*, *Verbeter de Wereld begin een Bedrijf* (2015) and *Zaken die je Raken* (2018). Prior to spearheading the social impact movement in the Netherlands, Willemijn was Founder and CEO of War Child, the international NGO that supports children in war zones, where she is currently still Vice President of the Board.

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# **EVENT PRESENTATION**



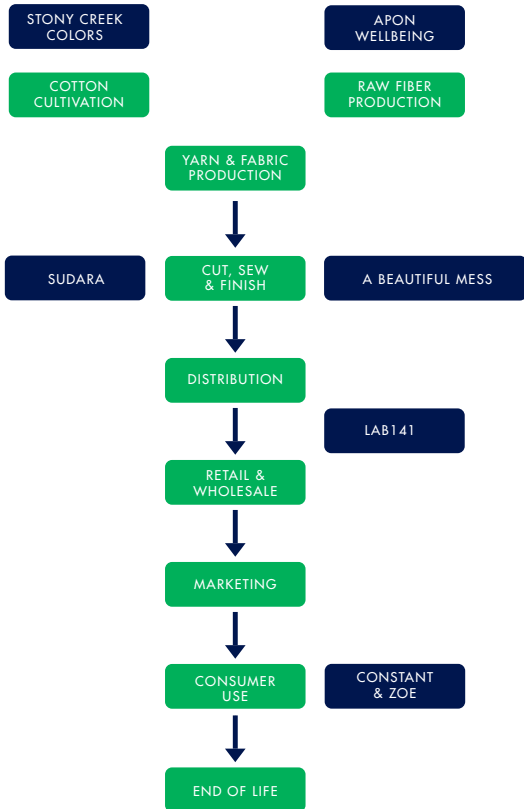
## DAVID BECKETT

David Beckett is an international pitch coach and TEDx speech coach, who has trained more than 800 start-ups to win over €195 million in investment, working especially with social enterprises and environmental challenges. He has also trained more than 10,000 professionals in 27 countries; is the creator of The Pitch Canvas©; and the author of the book *Pitch To Win*.

# 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.

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