PVH’s Tommy Hilfiger announced on Monday the opening of applications for the fourth edition of the Tommy Hilfiger Fashion Frontier Challenge.

The global program invites social entrepreneurs from historically underrepresented communities including Black, Indigenous, People of Color (BIPOC), people with disabilities and women to share their innovative ideas for the chance to win financing and mentorship. Applications can be submitted through to April 29, 2022.

“The Tommy Hilfiger Fashion Frontier Challenge aims to bring together entrepreneurs from all walks of life, investing knowledge and resources to unlock the unique power of their innovations,” said Tommy Hilfiger. “As an entrepreneur myself, I always wanted to build a global lifestyle brand that is inclusive of everyone — a philosophy that continues to live through this challenge. I truly believe that by coming together we can drive a future of meaningful and long-lasting change.”

Tommy Hilfiger is inviting fans of the brand to participate in the first phase of the challenge as ‘digital judges’ to help narrow down all applications to the top 50. The top 50 applicants will then be narrowed down to six finalists through an internal procedure. Next, each finalist will be invited to further develop their business plan with the support of dedicated Tommy Hilfiger and external experts ahead of the final event.

Since its inception in 2018, the Tommy Hilfiger Fashion Frontier Challenge has awarded €550,000 to support global entrepreneurs. This year, it will award a total of €200,000 split between two winners. It will also provide an additional €15,000 prize for being elected the ‘Audience’s Favorite Vote’, a year-long mentorship with Tommy Hilfiger’s internal global experts and a year-long INSEAD mentorship and course.

“At Tommy Hilfiger, we want to work together with communities to drive innovation, inclusivity, and diversity to drive long-lasting change,” added Martijn Hagman, CEO, Tommy Hilfiger global and PVH Europe. “As we kick-off for the fourth Tommy Hilfiger Fashion Frontier Challenge, we really look forward to seeing what ideas come to light.
for the fourth Tommy Hilfiger Fashion Frontier Challenge, we really look forward to seeing what ideas come to light that will support communities and help shape the future of fashion.”

The third-edition winners include Lalaland, a Netherlands-based platform that uses artificial intelligence to generate customized and inclusive synthetic models of different ethnicities and Uzuri K&Y, a Rwandan-based eco-friendly shoe brand that uses recycled car tires from sub-Saharan Africa and employs local youth.

By Jennifer Braun

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