Tommy Hilfiger unveils sustainable One Planet capsule for Earth Day

By Robin Driver  -  April 20, 2021

In celebration of Earth Day, iconic American fashion brand Tommy Hilfiger has announced the launch of One Planet, a capsule for both men and women, made from 100% recycled cotton.

The collection includes t-shirts, hoodies sweatpants and dresses, available in colorways ranging from white, through pastel tones, to black. In line with the PVH Corp-owned brand’s sustainable commitments, many of the pieces feature graphics and phrases promoting positive climate action, such as “the future is bright, together we succeed.”
Prices for the collection range from $49.50 for a t-shirt, to $129.50 for a hoodie.

“There is no better time than Earth Day to stop and appreciate the importance of our home,” said brand founder and designer Tommy Hilfiger in a release. “We’ve only got one planet, and as a brand, we recognize the importance of protecting it. Through our ‘One Planet’ capsule, we hope to inspire our fans to move forward together more sustainably.”

Multitalented Berlin-based singer, songwriter, director and designer Mogli has been picked by the brand as the face of the One Planet campaign. In addition to starring in the capsule’s photo campaign, which was shot by Jana Gerberding in Berlin, she will also be taking over the Tommy Hilfiger brand’s official Instagram account for Earth Day, when she will host a live conference about sustainability through the channel.

Tommy Hilfiger’s One Planet capsule is available to purchase now on the brand’s e-commerce platform, as well as at selected retail partners. Earth Day takes place on Thursday, April 22, 2021.

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