Tommy Hilfiger to launch Higg Index Sustainability Profile

By Jennifer Braun - 28 September 2021

Tommy Hilfiger is piloting the Higg Index Sustainability Profile as part of a project with the Sustainable Apparel Coalition (SAC) and sustainability insights platform Higg.

As of this September, the Higg Index Sustainability Profile will provide environmental impact information across an assortment of Tommy Hilfiger products in the European markets, for a six-week trial on tommy.com. The products will also be added to Amazon’s Climate Pledge Friendly program.

A total of 247 best-selling products across all product categories, including menswear, womenswear and kidswear will be part of the initiative featuring product profiles sharing data-backed claims such as the environmental impact of the fabric, including water and fossil fuels usage as well as greenhouse gas emissions levels.

The pilot is expected to help determine how Higg profiles perform versus styles without this information. Through qualitative surveys, the pilot will also analyze how helpful the Higg profiles are in supporting consumers in their personal sustainable shopping journey. Next, new products featuring the Higg Index Profiles will launch in spring 2022.

“We are committed to fostering industry relationships that place sustainability at their core in order to create long-lasting change,” said Esther Verburg, EVP, sustainability, business and innovation, Tommy Hilfiger Global.
“As we continue to look for innovative solutions that make the Tommy Hilfiger business more circular, this program provides a transparent and consistent way to share sustainability information with our consumers.”

The pilot in Europe builds on the program that Tommy Hilfiger, a PVH Corp-owned brand, drove in North America earlier this year in partnership with Amazon, the SAC and Higg. It also supports Tommy Hilfiger’s long-term global goal to be more transparent in communicating product, supply chain and brand impacts.

“The Sustainable Apparel Coalition is proud to welcome Tommy Hilfiger as the newest brand partner to join the Higg Index transparency program,” added Amina Razvi, executive director, Sustainable Apparel Coalition.

"Transparency is key to transforming the fashion industry. With increasing demand from consumers for accountability from brands and retailers, the Higg Index transparency program is a critical step towards a unified approach for industry-wide transparency."

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