PVH’s Tommy Hilfiger announced on Monday the six finalists of its 2021 Tommy Hilfiger Fashion Frontier Challenge.

The global program, which aims to support entrepreneurial start-up and scale-up stage businesses that develop solutions that make a positive social impact on the fashion landscape, received over 430 applications for its third edition.

Applications opened in January and following a multi-step year-long process, applications were thoroughly reviewed by internal and external experts based on a dedicated set of criteria including potential social impact and market growth.

“The Tommy Hilfiger Fashion Frontier Challenge embodies our long-standing mission to harness the power of fashion to foster inclusivity, representation and change,” said Tommy Hilfiger. “Our industry will only move forward with new, fresh ideas that challenge how we think, build and create. As a brand, it’s vital we use our platform to give entrepreneurs like our finalists a voice and opportunity to create real and long-lasting impact.”

The finalists include Clothes to Good, a South African-based social enterprise; Haelixa, a Switzerland-based product traceability technology; Mafi Mafi, an Ethiopia-based sustainable fashion brand; Lalaland, a Netherlands-
product traceability technology, Mafi Mafi, an Ethiopia-based sustainable fashion brand; Lalaland, a Netherlands-based platform that uses artificial intelligence to generate customized and inclusive synthetic models; Soko, a Kenya-based jewelry business that supports marginalized Kenyan artisans; and Uzuri K&Y, a Rwandan-based eco-friendly shoe brand.

Next, the six finalists will pitch their business ideas to a jury panel consisting of business and sustainability leaders at the virtual global Tommy Hilfiger Fashion Frontier Challenge final event on January 12-13, 2022.

The jury will award €200,000 to be split between two chosen winners in order to support their ventures. The winners will also receive a year-long mentorship with both Tommy Hilfiger and INSEAD experts, as well as a place in the INSEAD Social Entrepreneurship Program (ISEP). An additional €15,000 will be awarded to the finalist who Tommy Hilfiger associates select as their 'Audience Favorite' vote.

“As key players in the fashion industry, it is our responsibility to support, empower and encourage inclusivity. The Tommy Hilfiger Fashion Frontier Challenge is a testament of our commitment to make a meaningful and lasting contribution towards a better fashion industry,” said Martijn Hagman, CEO, Tommy Hilfiger Global and PVH Europe.

“It is in our nature to drive change, even in the most challenging of times. We are proud to continue amplifying the ideas of entrepreneurs that are creating the fashion landscape we want, and need, to see.”

By Jennifer Braun

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