American fashion brand Tommy Hilfiger announced this month the launch of a new resale program, in partnership with circular fashion platform, ThredUp.

Backed by ThredUp's Resale-as-a-Service (RaaS) technology, the new 360-resale program will allow U.S.-based consumers the chance to clean out their closets and shop secondhand, driving Tommy Hilfiger toward its goal to be a "fully circular" brand in the coming years, according to a press release.

Tommy Hilfiger said joining forces with ThredUp will offer new insights and builds on previous initiatives "to explore different circular business models to find a path to scale."

The goals of the program include keeping products in use for longer, lessening the brand's footprint and closing the loop without compromising the environment – or style, the company added.

"This partnership is our latest step on our journey to becoming a fully circular brand," said Esther Verburg, EVP, sustainable business and innovation, Tommy Hilfiger global and PVH Europe.

"We're excited to launch this program with ThredUp, which helps us create more value out of our existing product and connect with our consumers in a new way. The U.S. market is packed with circular potential, and together with ThredUp, we're hoping to make a long-lasting difference."

To participate in the resale program, U.S. customers can generate a prepaid shipping label from Tommy.ThredUp.com, fill any shippable box or bag with women's and kid's items from any brand in their closet, and Tommy Hilfiger men's products, and ship it to ThredUp for free. If any of the women's and kid's items (any brand) are selected for resale and sell or men's items (Tommy Hilfiger only) are deemed eligible, customers receive Tommy Hilfiger shopping credit that can be used both online and in-store.
"Tommy Hilfiger is an iconic and timeless brand. The brand's products are made to withstand the test of time both with classic designs and durable quality, making resale a natural fit for the company," said James Reinhart, CEO of ThredUp.

"Tommy Hilfiger has made incredible strides in sustainability through their Waste Nothing and Welcome All initiatives, and we're honored to power their new resale program as they continue to make an impact."

The PVH-owned brand's resale entry forms part of its 'Waste Nothing and Welcome All' strategy, which positions Tommy Hilfiger to be a fully circular brand by 2030.

By Benjamin Fitzgerald

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