



10 January 2019

*For immediate release:*

## **Global Fashion Agenda welcomes ASOS and PVH Corp. as new Strategic Partners**

**Today, Global Fashion Agenda welcomes ASOS and PVH Corp. to its Strategic Partner group, which is working to set a common agenda and direction for industry collaboration on sustainability in fashion.**

[Global Fashion Agenda](#) announced today that [ASOS](#) and [PVH Corp.](#) will join its Strategic Partner circle, a small group of hand-picked industry leaders within sustainability that includes BESTSELLER, H&M group, Kering, Li & Fung, Nike, Sustainable Apparel Coalition and Target. With these new additions the group expands into the e-commerce and premium segments, tapping into another two important parts of the fashion industry. In collaboration with its Strategic Partners, Global Fashion Agenda aims to mobilise the global fashion system and guide and support industry leaders in changing the way we produce, market and consume fashion.

As Strategic Partners, ASOS and PVH will provide expert opinion to shape the sustainability agenda and play an active role in developing Global Fashion Agenda's thought leadership content, ultimately helping to spearhead the fashion industry's journey towards a more sustainable future.

"With the addition of ASOS and PVH, our Strategic Partner group has truly come full circle. We're excited to now have industry-leading representatives from all of the various segments of the fashion industry, including luxury, athletic, e-commerce, high street, mass, premium and sourcing markets. As one of the largest apparel companies in the world, with iconic brands that include CALVIN KLEIN and TOMMY HILFINGER, PVH has been setting trends for decades, influencing consumer behaviour and embedding sustainability into its business practices. And as one of the most visited fashion destinations in the world, ASOS has great influence by supporting its own and third-party brands in implementing sustainable practices, and as a retailer engaging twenty-something consumers in sustainable matters," explained Eva Kruse, CEO and President of Global Fashion Agenda.

ASOS is committed to transforming the impact fashion has on people, animals and the environment. With its long-established [Fashion with Integrity](#) programme, ASOS takes a transparent, responsible and inclusive approach to doing business. In the last twelve months alone it has made commitments to ban the sale of mohair, silk, cashmere and feathers; hosted modern slavery conferences with UK and international stakeholders; implemented a third-party brands programme on ways to address ethical trade and sustainability issues; designed the official outfits for Britain's Paralympic team, joined the Zero Discharge of Hazardous Chemicals Roadmap to Zero Programme; and, as part of its 2020 Circular Fashion System Commitment, partnered with the London College of Fashion's Centre for Sustainable Fashion on a circular design course for its entire design staff.

Nick Beighton, CEO of ASOS said, "We're very pleased to be joining Global Fashion Agenda's Strategic Partner group and excited about the opportunity it presents. It's only by working together that we'll be able to learn, share and use our collective influence to deliver meaningful and lasting change in the way our industry addresses key sustainability issues."

With its corporate responsibility strategy, PVH addresses pressing global issues and works towards sustainable growth to deliver value to all stakeholders. In 1991 PVH was one of the first companies to adopt a code of conduct on human rights and the environment. For nearly three decades, PVH has continued to expand its efforts to improve human rights and its environmental impact across the value chain. The company's comprehensive programme has ambitious clean-water and renewable-energy goals and seeks to mitigate the negative effects of chemicals and carbon emissions. PVH also recognises its responsibility and the opportunity it has to positively affect the communities where it does business and the people who live there, emphasising health and education initiatives, inclusion, diversity and worker's rights.

Emanuel Chirico, Chairman and CEO of PVH Corp. said, "Addressing the challenges facing the fashion industry today requires going beyond the influence of any one organisation. Partnership is critical to achieving true transformation at scale. We are excited to be part of the Global Fashion Agenda Strategic Partner group, as PVH is eager and open to working with others who share our goal to drive fashion forward for good."

### **About Global Fashion Agenda**

Global Fashion Agenda is the foremost leadership forum for industry collaboration on sustainability in fashion. On a mission to make sustainability fashionable, the organisation guides and supports industry leaders in changing the way we produce, market and consume fashion, *for a world beyond next season*. In partnership with a group of Strategic Partners, currently counting the industry leaders ASOS, BESTSELLER, H&M group, Kering, Li & Fung, Nike, PVH Corp., Sustainable Apparel Coalition and Target, Global Fashion Agenda spearheads the fashion industry's journey towards a more sustainable future.

A non-profit organisation, Global Fashion Agenda has organised and hosted Copenhagen Fashion Summit, the world's leading business event on sustainability in fashion, since 2009. Global Fashion Agenda also publishes the annual *Pulse of the Fashion Industry* report in collaboration with The Boston Consulting Group and the annual *CEO Agenda*.

### **About ASOS**

ASOS was founded in 2000 and has become a top fashion destination for 20-somethings around the world. We have more than 87,000 ASOS and branded products on site, with 5,000 new items added each week. We also offer fashion-related content through our websites, mobile apps, the ASOS Magazine and our social media accounts, which have more than 22 million followers. We serve our 18.4 million active customers from fulfilment centres in the UK, US and Europe, delivering ASOS packages to almost every country in the world.

### **About PVH Corp.**

With a history going back over 135 years, PVH has excelled at growing brands and businesses with rich American heritages, becoming one of the largest apparel companies in the world. We have over 36,000 associates operating in over 40 countries and nearly \$9 billion in annual revenues. We own the iconic *CALVIN KLEIN*, *TOMMY HILFINGER*, *Van Heusen*, *IZOD*, *ARROW*, *Speedo\**, *Warner's*, *Olga* and *Geoffrey Beene* brands, as well as the digital-centric *True & Co.* intimates brand, and market a variety of goods under these and other nationally and internationally known, owned and licensed brands.

\*The *Speedo* brand is licensed for North America and the Caribbean in perpetuity from Speedo International Limited.

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