PVH Corp. expands Pride partnerships

By Jennifer Braun - May 28, 2021

PVH Corp. announced an expanded range of partnerships for Pride month on Thursday, which will focus on education and awareness, community engagement and creating inclusive products throughout the year.

As part of its community initiatives, PVH will support NYC Pride 2021 as a Gold Sponsor for six events throughout the year, as well as with an expanded commitment to the Human Rights Campaign (HRC) Foundation’s Historically Black Colleges and Universities (HBCU) program. The company is also partnering with PFLAG National on education and awareness opportunities for associates.

Likewise, in the workplace, the company’s LGBTQIA+ business resource group WERK will involve associates in virtual events, content series and a community giving campaign during Pride month.

PVH will continue its “Let’s Talk” series with a discussion on Pride, the LGBTQIA+ community and the importance of both celebration and education, as well as its Point of View video series and @Home Photo series to highlight how its associates around the world are celebrating Pride.

The PVH Foundation is equally sponsoring a giving campaign for the entire month of June that will match all contributions dollar for dollar from North American corporate associates to Human Rights Campaign, PFLAG National, Ali Forney Center and The Canadian Centre for Gender and Sexual Diversity (CCGSD).
Among its brands, Calvin Klein is launching #proudinmycalvins. The campaign, which revisits the defining moments in the queer journey, will rollout throughout the year alongside additional #proudinmycalvins content.

Meanwhile, the Pride 2021 collection features underwear, apparel and accessories in a limited-edition palette from Calvin Klein, which is available on calvinklein.com and offers consumers the opportunity to learn more about each LGBTQIA+ organization as well as donate.

Finally, Tommy Hilfiger created nine limited-edition, gender-neutral items that will be sold as part of their ongoing commitment to celebrate the LGBTQIA+ community.

“I am amazed by the passion and commitment our associates pour into Pride,” said Lance LaVergne, chief diversity officer and SVP of global Talent acquisition and associate experience at PVH Corp.

“With the support from PVH and our commitment to fostering an inclusive and diverse environment, our associates drive the work and set the course for how we show up in June and throughout the year. They were engaged at each step of the planning process from selecting partners at the PVH and brand level to creating meaningful and purposeful content and virtual events that encourage an open-mind, honest dialogue and an opportunity for celebration.”

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