



U.S. Cotton Trust Protocol Adds Global Apparel Leader, PVH Corp., and its Iconic Brands as Members

MEMPHIS, TENN (September 9, 2021) - The U.S. Cotton Trust Protocol is pleased to announce the membership of PVH Corp., one of the largest global apparel companies. This membership will help PVH achieve its commitment to sustainably source 100% of its cotton by 2025.

By joining the Trust Protocol, PVH will receive verified data on sustainability practices from U.S. cotton growers and access to aggregate year-over-year data for water use, greenhouse gas emissions, energy use, soil carbon, soil loss and land use efficiency.

“Joining the Trust Protocol helps us move forward in reaching our sustainability goals and driving continuous improvements in sustainable cotton sourcing for our brands and at scale for the industry,” said Marissa Pagnani McGowan, Chief Sustainability Officer, PVH Corp. “This program will enhance our ability to provide sustainable product offerings to our consumers.”

“We are proud to welcome PVH as a new member and to help them meet their bold sustainability ambitions as established in their Corporate Responsibility strategy Forward Fashion,” said Dr. Gary Adams, president of the U.S. Cotton Trust Protocol. “In a period of growing demand for verifiably sustainable supply, the Trust Protocol empowers U.S. growers to demonstrate their stewardship and be recognized for the environmental efforts they’ve increasingly undertaken.”

The Trust Protocol has welcomed more than 450 brand, retailer, mill and manufacturer members since its launch in 2020. This includes [Levi Strauss & Co.](#) and its legacy brands, [Gap Inc.](#) and its collection of purpose-led lifestyle brands as well as global apparel manufacturer [Gildan](#). The Trust Protocol has also welcomed UK retailers [Tesco](#), [Byford](#) and [Next Plc](#). Other Trust Protocol member announcements include the [first 10 U.S. mills to join](#) and the [first members in Latin America](#).

The U.S. Cotton Trust Protocol is aligned with the [UN Sustainable Development Goals](#), recognized by [Textile Exchange](#) and Forum for the Future, and part of the [Sustainable Apparel Coalition](#), Cotton 2025 Sustainable Cotton Challenge, [Cotton 2040](#) and [Cotton Up](#) initiatives.

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About the U.S. Cotton Trust Protocol

In a period of ever-greater supply chain scrutiny and a growing demand for transparency, the U.S. Cotton Trust Protocol will set a standard for more sustainably grown cotton. It brings quantifiable and verifiable goals and measurement to the issue of responsibly-grown cotton production and drives continuous improvement in key sustainability metrics.

The Trust Protocol underpins and verifies U.S. cotton's progress through sophisticated data collection and independent third-party verification. Choosing Trust Protocol cotton will give brands and retailers the critical assurances they need that the cotton fiber element of their supply chain is more sustainably grown with lower environmental and social risk. Brands and retailers will gain access to U.S. cotton with sustainability credentials proven via Field to Market, measured via the Fieldprint Calculator and verified with Control Union Certifications.

The U.S. Cotton Trust Protocol is overseen by a multi-stakeholder Board of Directors comprised of representatives from brands and retailers, civil society and independent sustainability experts as well as the cotton-growing industry, including growers, ginners, merchants, wholesalers and cooperatives, mills and cottonseed handlers.

About PVH Corp.

PVH Corp. is one of the world's largest and most admired fashion companies, connecting with consumers in over 40 countries. Our 140-year history is built on the strength of our brands, our team and our commitment to drive fashion forward for good. That's the Power of Us. That's the Power of PVH.

Find out more about PVH's Corporate Responsibility strategy, Forward Fashion, [HERE](#).

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