**TOMMY X SHAWN**

**SHAWN MENDES Q&A**

**1. In Spring 2022, you were announced as Tommy Hilfiger’s sustainability ambassador – tell us more about the partnership with Tommy Hilfiger!**
Working with Tommy & team has been amazing. The process has been so creative and inspiring, and also feels very important since we both value sustainability so greatly. It’s truly been an honour.

**2. What is your first Tommy Hilfiger memory?**
I mean, I’ve been wearing Tommy my entire life. Probably when I was a kid my mum dressing me in an entire Tommy tracksuit.

**3. How was it to be designing the capsule collection together with Tommy?**
Very cool and collaborative. Tommy’s styles are classic, yet always have an added layer that make them unique. Getting to be involved in understanding how these pieces come to life, especially the ones with sustainability at the forefront, has been really incredible.

**4. ‘Classics Reborn’ is the campaign accompanying the collection. It celebrates the collision of creativity, energy, voices and ideas that go into the rebirth of material and self on our pursuit of living sustainably. Why is sustainability important to You?**
Sustainability is important to me because the future of our planet depends on it. I try to always be conscious of my personal impact, and make more mindful choices in my daily life. The climate crisis is something you really can’t ignore anymore, and what we wear can have such an enormous environmental impact so I am so excited to be working with Tommy on “Classic Reborn” to do my part in ensuring that what we wear and put into the world is more sustainable.

**5. How do you consider sustainability in your everyday life? And how do you take sustainability into consideration when it comes to fashion and style?**
I personally try to make choices of what I wear, based on sustainability first, and to upcycle and thrift when I can. I also think it’s important to pick pieces of high-quality clothing that you can use repeatedly.

**6. What have you learned about sustainability throughout the design process?**
I’ve learned a lot about how sustainable fashion and the design process works. It’s crazy how many points there are in the production process that can be improved to make things more sustainable, from the dye process to how the fabric is cut. I’m so grateful to have spent time with Tommy and his design team to really sit down and learn about different materials, and processes. Tommy also worked with my team to design my outfits for shows and events that included vintage and more sustainable options.

**7. What is your favorite piece in the collection?**
The blue classic jacket

**8. What advice would you give to someone who would like live more sustainably and contribute to a positive change?**
Start small and do what you can, and try to keep yourself accountable. Don’t change your entire life overnight, it’s impossible to sustain that. And know that the small wins and choices you make really do matter.