

TOMMY HILFIGER RETURNS TO NEW YORK CITY WITH TOMMYNOW “SEE NOW, BUY NOW” RUNWAY EVENT AND DEBUT OF THE FALL 2019 TOMMYXZENDAYA COLLABORATION

- Fall 2019 *TommyXZendaya* redefines power dressing for today, with tailored pieces infused with Zendaya’s bold and empowering style and Tommy Hilfiger’s modern twist.
- The experiential TOMMYNOW runway event celebrated inclusivity, diversity and empowerment in fashion.
- TOMMYNOW took place at the legendary Apollo Theater in Harlem, which has hosted some of the world’s most iconic entertainers.
- TOMMYNOW continued to put the consumer front and center, this season launching an immersive, shoppable V.R. experience that provides users with unparalleled access to the show.
- #TOMMYNOW, #TommyXZendaya, #PowerDressing

AMSTERDAM, THE NETHERLANDS (SEPTEMBER 2019) - Tommy Hilfiger, which is owned by [PVH Corp.](#) [NYSE: PVH], announces TOMMYNOW Starring *TommyXZendaya*, a celebration of inclusivity, diversity and empowerment in fashion. After five seasons on a world tour, the experiential runway event returned to New York Fashion Week to present the Fall 2019 *TommyXZendaya* collection co-designed by Tommy Hilfiger and American actress Zendaya.

The in-season TOMMYNOW runway show continues to bring the brand’s spirit to life with consumers globally. Since Fall 2016, the show has traveled to cities across North America, Europe and Asia, and every stop continues to infuse *TOMMY HILFIGER* with the youthful and optimistic energy of local audiences. TOMMYNOW Starring *TommyXZendaya* took place on Sunday, September 8, 2019 at 8:30 p.m. EST at the Apollo Theater in Harlem, which has hosted some of the world’s most iconic entertainers. The event built on the success of Tommy Hilfiger’s signature “See Now, Buy Now” format, and runway looks were immediately available across an ecosystem of shoppable channels in more than 70 countries.

COLLECTION STATEMENT

TOMMYNOW STARRING TOMMYXZENDAYA

TOMMYNOW is traveling back to New York Fashion Week to premiere the second *TommyXZendaya* collection co-designed by Tommy Hilfiger and American actress Zendaya. It is a celebration of empowering fashion and individuality, of confidence and diversity, hosted at Harlem’s iconic Apollo Theater where the spirit of music legends and top entertainers can be felt in every corner.

Era-defining '70s and '80s power dressing is redefined with a bold and modern edge. Sartorial tailoring and scarf dressing stand out with sophisticated constellation and sleek animal motifs. Signature houndstooth and polka dot prints in unexpected proportions bring a unique play to maxi skirts and wrap dresses. Warm burgundy hues mix with metallics and monochrome palettes for a fresh edge. Luxurious fabrics bring the collection together, from creamy leathers and faux furs, to rich velvets and premium denim.

Fall 2019 celebrates icons of the past with a contemporary twist to create a collection for tomorrow. With powerful, inspirational women at its heart, timeless silhouettes are reinvented for a new era.



THE CAST

Inspired by '70s uptown New York, the inclusive cast continued to celebrate and proudly portray models with a huge diversity of background, size, age, gender expression and ethnicity.

The cast of models included Winnie Harlow, Yasmin Wijnaldum and Sara Sampaio, who between them have been part of the Tommy Hilfiger shows and brand story for 10 years. They were joined by Ashley Graham, Candice Swanepoel, Alek Wek, Soojoo Park, Halima Aden, Leomie Anderson, Yasmin Warsame and a new wave of talent including Aaliyah Hydes, Abby Champion, Babacar N'Doye, and Indira Scott.

TOMMYNOW STARRING TOMMYXZENDAYA

Over 9,00 guests, including press, buyers, VIPs, industry influencers and consumers, were invited to enjoy the high-energy show and unexpected fashion experiences at the Apollo. As the Apollo Theater's iconic marquee came to life, guests were welcomed into the world of TOMMYNOW Starring *TommyXZendaya* through an immersive tunnel that brought to life the history of the Apollo Theater. The installation featured digital content and photos curated by Nichelle Gainer, cultural historian and author of *Vintage Black Glamour*, which celebrated Harlem's iconic music scene, from the '30s to the '80s.

Guests emerged onto the outdoor runway show space, set around the Apollo's brick exterior. Infused with a cinematic, '70s Harlem twist, classic American cars, burgundy velvet couches and wooden chairs were illuminated with vintage spotlights, all reminiscent of that era. At the merch stand, fans shopped the festival-inspired *TommyXApolloXZendaya* T-shirts designed exclusively for TOMMYNOW, with all proceeds donated to the Apollo. As models took to the runway, the '70s and early '80s funk music mix was elevated with live performances by more than 20 artists from Vy Higginsen's Harlem-based performance training center, the Mama Foundation for the Arts.

Building on Tommy Hilfiger's commitment to offer unique retail experiences, fans browsed and shopped the *TommyXZendaya* collection - ahead of its runway debut - at the *TommyXZendaya* experience bus located outside the Apollo. Local artists hand sketched guests in their best power poses, and visitors could also be edited into the Fall 2019 *TommyXZendaya* campaign. The bus will stop in Soho at the Win Lot at East Houston and Lafayette Street on Friday, September 13th and Saturday, September 14th for consumers to shop and experience the collection. The bus design celebrates the seasonal collection inspiration, with the interior and exterior featuring warm burgundy tones, the "TZH" monogram logo and snake-skin inspired print.

INNOVATION INCUBATOR

TOMMYNOW continues to act as an incubator for innovation to bring inspiring and unique activations to audiences on-site and globally. This season, Tommy Hilfiger introduced a web-based virtual reality (V.R.) commerce experience that eliminates the need for a headset. Building on the trend of elevating the shopping experience through V.R. technology, it is the first time in the industry that this form of V.R. experience is introduced at such scale. The V.R. functionality is available via desktop and mobile at tommy.com, and gives users unparalleled access to TOMMYNOW and the opportunity to shop the collection in a fully merchandised digital environment. Users can visit a virtual pop-up merchandise shop, browse products on backstage dressing racks and shop styles worn by models. Shoppable tags on each displayed product redirect to shop the item in its own e-commerce environment. On the day of the show, cameras placed across the Apollo broadcasted live content into the V.R. experience. This provided a real-

time window into the TOMMYNOW world from angles including the red carpet, backstage, and front row. The V.R. experience runs until the end of September 2019.

The instant gratification mobile commerce experience TOMMYNOW SNAP app continues to use 2D and 3D image recognition technology for users to snap photos of models walking the runway, products in store, ad placements or editorial shots, and shop styles directly through tommy.com.

FRONT ROW GUESTS

Front row guests included Tommy Hilfiger's wife, Dee Hilfiger, Gigi Hadid, Bella Hadid, Marina Ruy Barbosa, Thalia, Skai Jackson, Hunter Schafer, Barbie Ferreira, Sydney Sweeney, Indya Moore, HER, Kehlani, Meghan Trainor, Noor Tagouri, Olivia Palermo, Jameela Jamil, Giovanna Engelbert, Sveva Alviti, Suki Waterhouse, Shanina Shaik, Iskra Lawrence, Bethann Hardison, Veronica Webb, Vy Higginsen.

#TOMMYNOW
#TommyXZendaya
#TommyHilfiger
#PowerDressing

Instagram: @TommyHilfiger
Snapchat: TommyHilfiger
Twitter: @TommyHilfiger
Facebook: Tommy Hilfiger
YouTube: Tommy Hilfiger

Date: Sunday, September 8, 2019 at 8:30 p.m. EST

Location: TOMMYNOW Starring *TommyXZendaya*, Apollo Theater, New York City

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About Tommy Hilfiger

With a brand portfolio that includes *TOMMY HILFIGER* and *TOMMY JEANS*, Tommy Hilfiger is one of the world's most recognized premium designer lifestyle groups. Its focus is designing and marketing high-quality men's tailored clothing and sportswear, women's collection apparel and sportswear, kidswear, denim collections, underwear (including robes, sleepwear and loungewear), footwear and accessories. Through select licensees, Tommy Hilfiger offers complementary lifestyle products such as eyewear, watches, fragrance, swimwear, socks, small leather goods, home goods and luggage. The *TOMMY JEANS* product line consists of jeanswear and footwear for men and women, accessories, and fragrance. Merchandise under the *TOMMY HILFIGER* and *TOMMY JEANS* brands is available to consumers worldwide through an extensive network of *TOMMY HILFIGER* and *TOMMY JEANS* retail stores, leading specialty and department stores, select online retailers, and at tommy.com.

About PVH Corp.

PVH sets the standard of style as one of the most admired fashion and lifestyle companies in the world. We power brands that drive fashion forward – for good. Our iconic portfolio includes [TOMMY HILFIGER](#), [CALVIN KLEIN](#), [Van Heusen](#), [IZOD](#), [ARROW](#), [Speedo*](#), [Warner's](#), [Olga](#) and Geoffrey Beene brands, as well as the digital-centric [True & Co.](#) intimates brand. We market a variety of goods under these and other nationally and internationally known owned and licensed brands. PVH has over 38,000 associates operating in over 40 countries and nearly \$9.7 billion in annual revenues. That's the power of PVH.

TOMMY  HILFIGER

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