

**TOMMY HILFIGER AND LEWIS HAMILTON PRESENT
FALL 2019 TOMMYXLEWIS COLLABORATIVE COLLECTION IN MILAN**

- Tommy Hilfiger and Lewis Hamilton traveled to Milan to present their Fall 2019 *TommyXLewis* collaborative collection.
- The event celebrated the clashing of modern and heritage worlds, echoing the inspiration of the collection.
- Runway looks were available across an ecosystem of immediately shoppable channels in over 65 countries.
- tommy.com
- [#TommyXLewis](#), [#TommyHilfiger](#)

AMSTERDAM, THE NETHERLANDS (SEPTEMBER 2019) – Tommy Hilfiger, which is owned by [PVH Corp.](#) [NYSE: PVH], announces that Tommy Hilfiger and five-time FIA Formula One™ World Drivers' Champion Lewis Hamilton presented their Fall 2019 *TommyXLewis* collaborative collection at a one-night only TOMMYNOW *TommyXLewis* experiential event. Hosted at the Società del Giardino on September 16th, on the eve of Milan Fashion Week, the event celebrated the clashing of two creative forces, fusing Lewis' fashion-forward street vibe with Tommy Hilfiger's all American essence. Styles were brought to life during a dynamic presentation that featured a diverse cast of models on multi-level platforms set against infinity mirrors. The Fall 2019 *TommyXLewis* collection is available across an ecosystem of immediately shoppable channels in more than 65 countries, including tommy.com, select TOMMY HILFIGER stores worldwide, select wholesale partners, and social media.

"Milan's historic architecture fused with the city's young and dynamic energy really captured the spirit of my collaboration with Lewis this season," said Tommy Hilfiger. "The incredible reaction towards the collection continues to go beyond our expectation. I love seeing how fans express their individuality through our designs."

"This season is all about the clashing of two distinct worlds – Tommy's classic American sportswear DNA and my modern streetwear style," said Lewis Hamilton. "The Fall 2019 *TommyXLewis* collection truly blends our two creative points of view. It has been another exciting and inspiring adventure and it felt surreal to present the outcome during this amazing evening in Milan. Thank you to all the fans for their continued support and I can't wait to see how they style the collection to make it their own."

Tommy Hilfiger and Lewis Hamilton were joined by more than 500 guests, including press, influencers and VIPs, at the Società del Giardino, a historic venue founded in the late 1700s close to Milan's iconic Duomo cathedral. At the entrance, guests were welcomed by a fluorescent "TOMMYNOW" light installation in modern and antique gothic font that contrasted against the building's historic architecture. Moving into the neo-classical courtyard, modern scaffolding elevated in the brand's signature red, white and blue color palette and a backlit LH logo lit up the surrounding stone pillars. In the first room, historic chandeliers clashed with neon blue and red animated light walls showcasing the "LH" collection logo and complete with glowing backlights. Guests could explore their creativity in the Selfie Mirror Room featuring large red and blue mirror screens placed in a 180-degree circle with fluorescent graffiti details revealed under black light. In the Digital Clash Room, visitors could immerse themselves in the world of *TommyXLewis*, with Fall 2019 *TommyXLewis* campaign footage broadcast on 5.2-meter tall LED screens arranged in a 360° pentagon shape below the historical crystal chandeliers.

Sound illustrators, composers and producers MODE-F performed intricate bespoke soundtracks prior and after the collection presentation. The evening was closed by an exclusive performance by GRAMMY

and BET- nominated American rapper, songwriter and record executive, Pusha T. His 2018 *Daytona* album debuted at number one on the *Billboard* Rap charts as well as the *Billboard* R&B/Hip Hop album charts.

Fall 2019 *TommyXLewis* is a collision of two creative forces, fusing Lewis' fashion-forward street vibe with Tommy Hilfiger's all American essence. The collection establishes a clash between sartorial classics and outdoor functionality with streetwear and tailored silhouettes alike reimagined in sustainable fabrications and topped with expedition details. It's a collection where tracksuit meets turtleneck and polar fleece pairs with shiny twills. Warm burgundy and neutral tones contrast with exploded checks and bold red-blue tie-dyes. The signature "LH" logo is reimagined into a more minimalistic expression that continues to celebrate the American designer's iconic flag and the British racing driver's initials. This is a collection best described as all terrain, with an ease and diversity that can be styled for everyone.

Friends and followers of the brand are invited to join the conversation on social media using #TommyHilfiger and #TommyXLewis, as well as the handles @TommyHilfiger and @LewisHamilton.

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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.

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