

TOMMY HILFIGER ANNOUNCES FALL 2014 GLOBAL ADVERTISING CAMPAIGN

The Fall 2014 global advertising campaign, “la vie en rôpe,” features “The Hilfigers” traveling to the great American outdoors, bringing an irreverent twist to adventurous pursuits.

NEW YORK AND AMSTERDAM (July 2014) – The Tommy Hilfiger Group, which is wholly owned by PVH Corp. [NYSE: PVH], announces its Fall 2014 global advertising campaign *la vie en rôpe*. *The Hilfigers* – the beloved all-American family at the heart of the brand’s marketing strategy – make the trek to Lake Tahoe, where California and Nevada meet, to establish a preppy outpost as the eclectic group of characters conquer the great outdoors. All the rugged references are here: high-peak parkas, snowlines of shearling, blazers and bungee cords; burnished sunset plaids show up in shirtdresses, leather jackets and boots. And in case of emergencies, there’ll be a St. Bernard.

“This season, *The Hilfigers* are back and more adventurous than ever,” said Tommy Hilfiger. “In the Fall 2014 Collection, we updated traditional hiking and outdoor gear for modern city life. This collection has a unique blend of technical mountaineering references and traditional plaids developed in collaboration with iconic British wool mill Abraham Moon. It works well from a chalet in Aspen to the streets of New York.”

The Hilfigers campaign is the ultimate personification of the preppy heritage and irreverent spirit of the *Tommy Hilfiger* brand. The campaign is photographed by Craig McDean, styled by Karl Templer and creatively directed by Trey Laird of Laird + Partners.

“*The Hilfigers* campaign continues to resonate globally and consistently stands out in an increasingly saturated global marketplace,” said Avery Baker, Chief Marketing Officer of the Tommy Hilfiger Group. “Our campaign embraces the increasingly blurred lines between traditional print advertising and digital communications. The continuity of *The Hilfigers* concept has allowed us to effectively evolve our relationship with consumers each season, expanding global consumer recognition and ensuring consistency across all brand touch points from print to digital to point of sale.”

“The adventures of the *Hilfiger* family continue in the American great outdoors,” said Trey Laird. “It is always exciting to tell new stories with this ever-evolving family and this season, with its mix of the rugged and the refined, is no exception!”

Photographed in Lake Tahoe, with hair by Malcolm Edwards and makeup by Mark Carrasquillo, the campaign features a similar cast of eclectic characters from past campaigns: Arthur Kulkov, Julia Hafstrom, Bernard Fouquet, RJ King, Marlon Teixeira, and Luke Willett. The adventurous spirit of the Fall 2014 collections comes through with a group of new characters that embody the preppy heritage and spirited attitude of the *Tommy Hilfiger* brand. New additions to the family include Malaika Firth, Ophelie Guillermand, Lexi Boling, Emma Balfour, RJ Rogenski, Conrad Bromfield, Abiah Hostvedt, and a St. Bernard named Buck.

To further complement the *la vie en rôpe* campaign aesthetic, *Tommy Hilfiger* is introducing a new brass concept logo design. The bespoke aged brass finish gives a sleek, sophisticated update to *Tommy Hilfiger*’s iconic logo and its classic red, white and blue color palette. The new logo creative will appear on the Fall 2014 campaign and all its associated materials, from in-store signage to out of home advertisements.

la vie en rôpe will break worldwide in July 2014 with a multi-media program through an online, print, outdoor and social media presence. The advertising campaign will appear in September 2014 issues, with full print ads running globally in key fashion publications such as *Vanity Fair*, *Vogue*, *InStyle*, *ELLE*, *GQ*, and

Esquire; outdoor campaigns will appear in New York City and Los Angeles, key European cities such as London, Paris and Milan, and top districts in Hong Kong.

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About The Tommy Hilfiger Group

With a premium lifestyle brand portfolio that includes *Tommy Hilfiger*, *Hilfiger Denim* and *Tommy Girl*, the Tommy Hilfiger Group is one of the world's most recognized designer apparel groups. Its focus is designing and marketing high-quality menswear, womenswear, children's apparel and denim collections. Through select licensees, the Group offers complementary lifestyle products such as sportswear for men, women, juniors and children; footwear; athletic apparel (golf, swim and sailing); bodywear (underwear, robes and sleepwear); eyewear; sunwear; watches; handbags; men's tailored clothing; men's dress furnishings; socks; small leather goods; fragrances; home and bedding products; bathroom accessories; and luggage. The *Hilfiger Denim* product line consists of jeanswear and footwear for men, women and children; bags; accessories; eyewear and fragrance. Merchandise under the *Tommy Hilfiger* brands is available to consumers worldwide through an extensive network of *Tommy Hilfiger* retail stores, leading specialty and department stores and other select retailers and retail channels.

About PVH Corp.

PVH Corp., one of the world's largest apparel companies, owns and markets the iconic *Calvin Klein* and *Tommy Hilfiger* brands worldwide. It is the world's largest shirt and neckwear company and markets a variety of goods under its own brands, *Van Heusen*, *Calvin Klein*, *Tommy Hilfiger*, *IZOD*, *ARROW*, *Warner's* and *Olga*, and its licensed brands, including *Speedo*, *Geoffrey Beene*, *Kenneth Cole New York*, *Kenneth Cole Reaction*, *MICHAEL Michael Kors*, *Sean John*, *Chaps*, *Donald J. Trump Signature Collection*, *DKNY*, *Ike Behar* and *John Varvatos*.