

**HILFIGER EDITION SPRING 2017 PRESENTATION
AT NEW YORK FASHION WEEK: MEN'S**

NEW YORK, NEW YORK (July 13, 2016) – Tommy Hilfiger, which is owned by PVH Corp. [NYSE: PVH], announces that Tommy Hilfiger presented its Spring 2017 *Hilfiger Edition* collection on July 13, 2016, in Manhattan during New York Fashion Week: Men's.

Spring 2017 Hilfiger Edition Collection Statement

Hilfiger Edition celebrates the icons of a modern wardrobe. It looks beyond familiar forms and the codes of classicism, taking indispensable items from the Tommy Hilfiger archive and pushing them one step further. Each piece has its own inherent value and encourages a twist on tradition where American heritage meets pop culture.

For spring 2017, there are nods to '70s sportif and The Ivy League but silhouettes have changed, proportions are different and the details reveal new creative possibilities. Prints are the cornerstone. Floral, bandana and linear patterns are shown in unexpected variations that feel fresh as plays on patchwork inform shapes and add graphic zip. Suiting and pajamas are both spontaneous and sartorial, surpassing conventional matched sets with the addition of tropical flora or shorts as partners. Outerwear takes a casual approach in sporty shapes such as the pullover and barracuda, a selvedge denim jacket is cropped for newness while giving a cursory salute to workwear. Knits are familiar in frame but inventive in their construction. Shirting and chinos, both foundations of the Hilfiger vocabulary, are cut oversized with pieced fabrics and the addition of knitted polo collars or side stripes impart a contemporary simplicity in their structure. Each outfit is played up with accessories such as bucket hats, leather sport totes and covetable retro-infused sneakers and rope trimmed slides.

This season Tommy Hilfiger presents a purposeful lineup of new essentials that acknowledges how men today dress. It's an enduring approach to fresh global style for which there is no expiration date.

About Hilfiger Edition

"Our Spring '17 *Hilfiger Collection* infuses American heritage with pop culture inspirations," said Tommy Hilfiger. "It's rooted in our heritage with bold prints, pop colors, collegiate references and athletic twists, and modernized to celebrate how men dress today."

Hilfiger Edition pays homage to Tommy Hilfiger's storied menswear heritage and time-honored classics, updated with modern execution for today's sartorialist. The curated selection forms the building blocks of an essential menswear wardrobe: new silhouettes are executed with premium fabrics and luxe details. The look approaches style with a relaxed feel that recalls the fun of getting dressed up – it's elevated and sophisticated, with Hilfiger's signature youthful twist.

Digital Activations

The Tommy Hilfiger Snapchat account (TommyHilfiger) was taken over by Marcel Floruss (One Dapper Street) and Nathan McCallum (Bangarang Blog), who gave followers a behind-the-scenes look into the *Hilfiger Edition* presentation. At the event, Snapchat users were also able to edit their photos with a custom geo filter featuring the *Tommy Hilfiger* logo and graphics.

Backstage, a dedicated "Boomerang Booth" captured VIPs, models and influencers in short GIF videos, which were shared via Tommy Hilfiger's Twitter and Instagram channels.

VIP Guests & Dressing Notes

Guests included model Johannes Huebl; Colombian singer J Balvin; model and Vine artist Neels Visser; actors Colton Haynes and Shiloh Fernandez; DJ Brendan Fallis; and musician Mayer Hawthorne.

Actor and CFDA Ambassador **Jerry O'Connell** wore a blue single-breasted, notch lapel suit with a white dress shirt and white leather sneakers.

Model, editor and CFDA Ambassador **Eric Rutherford** wore a denim blue linen double-breasted peak lapel blazer, with a midnight blue t-shirt, palm tree printed shorts and black leather monkstrap loafers.

Musician and CFDA Ambassador **Travis Mills** wore a navy striped jacket, white/navy striped sweater and black skinny jeans, from the Fall 2016 *Hilfiger Edition* collection.

#TommySpring17

Snapchat: TommyHilfiger

Instagram: @TommyHilfiger

Twitter: @TommyHilfiger

Facebook: Tommy Hilfiger

Date: Wednesday, July 13, 5:00 – 7:00 p.m. EST

Location: 60 10th Avenue, New York, NY

Photo & Video: <http://runwaynewsroom.tommy.com>

Editorial Credit: *Hilfiger Edition*

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About Tommy Hilfiger

With a brand portfolio that includes *Tommy Hilfiger* and *Hilfiger Denim*, 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, athletic apparel (golf and swim), socks, small leather goods, home goods and luggage. The *Hilfiger Denim* product line consists of jeanswear and footwear for men and women, accessories, and fragrance. Merchandise under the *Tommy Hilfiger* and *Hilfiger Denim* brands is available to consumers worldwide through an extensive network of *Tommy Hilfiger* and *Hilfiger Denim* retail stores, leading specialty and department stores, select online retailers, and at tommy.com.

About PVH Corp.

With a heritage going back over 130 years, PVH Corp. has excelled at growing brands and businesses with rich American heritages, becoming one of the largest apparel companies in the world. We have over 30,000 associates operating in over 40 countries with over \$8 billion in 2015 revenues. We own the iconic *Calvin Klein*, *Tommy Hilfiger*, *Van Heusen*, *IZOD*, *ARROW*, *Speedo**, *Warner's* and *Olga* brands and market a variety of goods under these and other nationally and internationally known owned and licensed brands.

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