

TOMMY HILFIGER BRINGS FALL 2018 TOMMYNOW ICONS “SEE NOW, BUY NOW” RUNWAY EVENT TO SHANGHAI

TOMMYNOW ICONS traveled to Shanghai with global brand ambassadors Lewis Hamilton, Hailey Baldwin, Winnie Harlow and Maggie Jiang, celebrating leaders of now who are the icons of tomorrow.

The event showcased the first ‘TommyXLewis’ collaborative collection, as well as the ‘TOMMY ICONS’ women’s capsule and HILFIGER COLLECTION; all men’s and women’s runway looks were available across an ecosystem of immediately shoppable channels in over 70 countries.

AMSTERDAM, THE NETHERLANDS (September 4, 2018) - Tommy Hilfiger, which is owned by [PVH Corp.](#) [NYSE: PVH], announces TOMMYNOW ICONS, a celebration of the belief that the leaders of now are the icons of tomorrow – individuals who inspire others with their optimistic energy and extraordinary drive to create positive change.

This fifth in-season TOMMYNOW runway show continues to bring the brand’s spirit to life with consumers globally. From cities across North America, Europe and now Asia, every stop infuses TOMMY HILFIGER with the youthful and optimistic energy of local audiences. TOMMYNOW ICONS took place on Tuesday, September 4, 2018 at 7:30 p.m. CST (China Standard Time), presenting the Fall 2018 TOMMY HILFIGER collections at the Shanghai Port Terminal against the backdrop of the city’s iconic skyline. The event built on the success of Tommy Hilfiger’s signature “See Now, Buy Now” format, and all runway looks were available across an ecosystem of immediately shoppable channels in more than 70 countries.

COLLECTION STATEMENT

TOMMYNOW ICONS

This season the TOMMYNOW fashion experience touched down in Shanghai to explore the power of icons. We look to our own heritage and the trailblazers who are shaping the future to give new meaning to the classics.

The debut collaboration between Tommy Hilfiger and four-time FIA Formula One™ World Drivers’ Champion Lewis Hamilton, *TommyXLewis*, is a collision of sporty prep meets street.

HILFIGER COLLECTION and the *TOMMY ICONS* capsule push the boundaries of conventional sportswear with relaxed proportions and unexpected interpretations of our archival crest, global stripe and familiar sartorial patterns.

Fall 2018 is a celebration of iconic, American style that’s inspired by the leaders of tomorrow and designed for whoever you choose to be.

COLLECTIONS

TOMMYNOW ICONS marked the global launch of the first *TommyXLewis* collaborative collection designed by iconic American designer Tommy Hilfiger in partnership with four-time Formula One™ World Champion and global brand ambassador for TOMMY HILFIGER men’s, Lewis Hamilton. Featuring unisex styling on the runway, the *TommyXLewis* men’s collection embraces the brand’s sportswear roots, revisiting iconic American styles. The collection celebrates bold colors, sporty influences, heritage pieces and versatile shapes that speak to the confident and modern fan of the brand. Lewis’ personal twist to every design takes inspiration from his array of tattoos, luxury street style wardrobe and his lucky number 44.

The *TOMMY ICONS* women's capsule and global campaign is fronted by global brand ambassadors model Hailey Baldwin, model and activist Winnie Harlow, and actress Maggie Jiang, who also walked the runway to present the collection. The capsule celebrates *TOMMY HILFIGER*'s most iconic styles, putting an elevated twist on timeless classics for the now.

TOMMYNOW ICONS

Over 1,000 guests, including press, buyers, VIPs, industry influencers and Shanghainese consumers, were invited to enjoy inspiring and unexpected fashion experiences. As the skyline came to life, guests were immersed into the world of TOMMYNOW ICONS through a Hall of Fame entry tunnel that set the tone for the evening's celebration. The elongated entrance showcased giant portrait photos of leaders of now who are driving positive change for a brighter tomorrow as they stand up for what they believe in and inspire others along the way. The installation featured global *TOMMY HILFIGER* brand and campaign ambassadors such as Lewis Hamilton, Hailey Baldwin, Winnie Harlow and Maggie Jiang.

Guests emerged onto the set with a view of new and old Shanghai that provided the backdrop for the catwalk, including the brand's takeover of the China Financial Information Center's facade, one of the highly coveted digital projections spaces that make up the city's iconic skyline. Reflecting the brand's commitment to inclusivity, a diverse cast of local and international models walked the runway, which featured a mash up of *TOMMY HILFIGER*'s boldest and timeless graphics.

INNOVATIVE PARTNERSHIPS

Tommy Hilfiger continues to partner with the world's top companies to drive cross-industry collaborations that create inspiring activations, with a dedicated focus on China this season. The brand partnered with Alibaba Group to hold a Super Brand Day takeover on September 4th on the world's biggest e-commerce platform, Tmall.com.

The TOMMYNOW runway event was livestreamed on Tmall.com and consumers across China had the opportunity to enjoy exciting activations. Products ordered in the Jiangsu, Zhejiang and Shanghai areas were delivered within 24 hours for a "See Now, Buy Now, Get Now" experience that brought a unique twist to the democratization of the runway. At the event, the Tmall pop-up took the runway shopping experience to new dimensions using mirrors powered by cutting-edge augmented reality technology. Consumers could try on key styles from the Fall 2018 *TOMMY HILFIGER* collections using a 3D avatar of themselves and order their favorite looks immediately online.

The TOMMYNOW SNAP app continues to use 2D and 3D image recognition technology that allows users to take a photo of any item in-store, in an ad, on the runway (live or online), or on the street and shop it instantly through *tommy.com*. This season, the app opens up the world of *TOMMY HILFIGER* through social media, with TOMMYNOW SNAP app users now able to "Share on Snapchat" their favorite Fall 2018 styles. On September 5th, a new VIP section will launch in the app, providing users with behind-the-scenes photos and videos from TOMMYNOW ICONS, model biographies, influencer-curated content, and more.

MODELS

The show was opened by Hailey Baldwin and featured top models including Winnie Harlow, Maggie Jiang, Joan Smalls, Lucky Blue Smith, Audrey Hilfiger, Josephine Skriver, Hannah Ferguson, Abdulaye Niang, Sarah Dahl, Ratner, Callum Stoddart, Miles Chamley-Watson, Wang Chen Ming, Ziwei Cao, Ni Hao Ran, Dylan Xue, and Li Shuping.

FRONT ROW GUESTS

Front row guests included Tommy Hilfiger's wife, Dee Hilfiger, Lewis Hamilton, Jim Chapman, Rose Bertram, Nina Suess, Marc Forné, Marta Lozano Pascual, Teresa Andrés Gonzalvo, Diego Boneta, Julio

Ramirez Eguia, Leo Picon, Jonathan Azevedo, Julia Faria, Renata Ruiz, Felipe Titto, Manu Gavassi, Jorge Torres Arias, Laura Tobón, Ola Farahat, Antonia and Alex Velea, Chanyeol Park, Taeyeon Kim, Sunny Wang, Nobuaki Kaneko, Akane Hotta, Nat Kelley, Gogoboi, Ethan Lau, Cola Tasty, Vincy J, Emma Tang, Rika Li, Michelle Meng, Li Hui, Elva Ni, Angel Chu, Mayao, Tran Quang Dai, Alvin Goh, Josh Heuston, Cartia Mallan, Carmen Hamilton, Brooke Hogan, Jordan and Zac Stenmark, Molly Chiang, Angelina Chen, Laureen Uy, Jess Wilson, Mr Fragrance, Toni Zheng, Rigel Davis, and Zhang Mingren.

#TOMMYNOW
#TommyHilfiger
#IconsOfTomorrow

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

Date: Tuesday, September 4, 2018 at 7:30 p.m. CST (China Standard Time)
Location: TOMMYNOW ICONS, Shanghai Port International Cruise Terminal

Friends and followers of the brand are invited to join the conversation on social media using #TommyHilfiger and @TommyHilfiger.

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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.

With a history going back over 135 years, PVH has excelled at growing brands and businesses with rich American heritages, becoming one of the largest apparel companies in the world. We have over 36,000 associates operating in over 40 countries and nearly \$9 billion in annual revenues. We own the iconic [CALVIN KLEIN](#), [TOMMY HILFIGER](#), [Van Heusen](#), [IZOD](#), [ARROW](#), [Speedo](#)*, [Warner's](#), [Olga](#) and Geoffrey Beene brands, as well as the digital-centric [True & Co.](#) intimates brand, and market a variety of goods under these and other nationally and internationally known owned and licensed brands.

*The *Speedo* brand is licensed for North America and the Caribbean in perpetuity from Speedo International Limited.