

## TOMMY HILFIGER ANNOUNCES GLOBAL SPRING 2014 ADVERTISING CAMPAIGN

*The Spring 2014 global advertising campaign, “wést coāstiūs,” features “The Hilfigers” traveling to the ultimate Malibu beach for their irreverent twist on Spring Break in the sun.*

*With a multi-media campaign that includes digital, print, outdoor and social media elements, Spring 2014 features new interactive video content.*

**NEW YORK AND AMSTERDAM (January 21, 2014)** – The Tommy Hilfiger Group, which is wholly owned by PVH Corp. [NYSE: PVH], announces its Spring 2014 global advertising campaign *wést coāstiūs*. Featuring *The Hilfigers* – the beloved all-American family at the heart of the brand’s marketing strategy – the new campaign takes the irreverent group of eclectic characters to the beaches of Malibu as *The Hilfigers* establish a preppy outpost on the Pacific. And what’s prep on a California beach is a whole new story. Wave-washed shorts, chambray-soft shirts, easy blazers, all in wet sea glass colors. Scuba chic takes a dive with neoprene bonded leather. So jump in the dune buggy, prepare for sand in your chinos, color blocks and sunblock, goggle sunglasses and Sea Breezes at sunset.

“This season we took *The Hilfigers* back to one of my earliest inspirations: the West Coast,” said Tommy Hilfiger. “In the Spring 2014 Collection, we looked at the preppy classics that we have loved throughout the years, and reinvented them with a modern, ‘West Coast’ spirit in mind. This campaign takes me back to summers I spent in California early in my career – in a uniquely *Hilfigers* way. I love taking the *Hilfigers* to different iconic location each season.”

*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.

For Spring 2014, the Tommy Hilfiger advertising campaign includes more video content than any previous season. Short videos of individual family members that capture *The Hilfigers’* lively spirit and each character’s quirky take on iconic American tradition will be featured on the brand’s social media channels and on *tommy.com*. Product focused videos featuring *The Hilfigers* in pieces from the Spring 2014 collections will be integrated into in-store displays at select retail locations, and the campaign video will play in Tommy Hilfiger stores globally, fully immersing consumers in an engaging and elevated brand experience. *Tommy.com* and the brand’s Facebook, Twitter, YouTube, and Instagram channels will feature the behind-the-scenes campaign video and images.

“With *The Hilfigers* campaign, we continue to engage our audience across a wide range of media platforms,” said Avery Baker, Chief Marketing Officer of the Tommy Hilfiger Group. “The global print and outdoor campaign is complemented by a digital strategy that brings the unique spirit of *The Hilfigers* to life in a multi-dimensional way. In Spring 2014, shoppable videos capture the individuality of various family members’ personal attitude and style, and illustrate the youthful irreverence that has long been at the heart of the Tommy Hilfiger brand. *The Hilfigers* campaign continues to celebrate the international outlook of preppy style in a way only Tommy Hilfiger has achieved.”

“Seeing the entire *Hilfiger* gang spilling out of vintage dune buggies was truly a sight to behold!” said Trey Laird, Laird + Partners Chief Executive and Creative Officer. “With dozens of surfboards, everyone in shades, a wetsuit-clad 11 year old, with zinc, and a loose attitude. The pure simplicity of the ultimate Malibu beach was the perfect backdrop for the family’s Spring Break in the sun.”

Photographed in Paradise Cove, Malibu with hair by Eugene Souleiman, and makeup by Fran celle Daly-Poiblanç, the campaign features a similar cast of eclectic characters from past campaigns: Arthur Kulkov, Tidiou M'Baye, Max Rogers, RJ King, Marlon Teixeira, Viggo Jonasson, Miles McMillan, Bernard Fouquet, Toni Garrn, Julia Hafstrom, Tian Yi, Cora Emmanuel, Lea Sorenson, Chloe Blackshire and two basset hounds named Morgan IV and V. The youthful spirit of the Spring 2014 collections comes through with a group of new characters that embody the preppy heritage and irreverent attitude of the *Tommy Hilfiger* brand. New additions to the family this season include Luke Willet, Jac Jagaciak and Janis Ancens.

wést coāstiūs will break worldwide in January 2014 as a multi-media program, with an online, print, outdoor and social media presence. The advertising campaign will appear in January 2014 issues, with full print ads running globally in key fashion publications such as *Vanity Fair*, *Vogue*, *InStyle*, *ELLE*, *Glamour*, *GQ*, *Details* and *Esquire*; multi-page inserts will be featured in select issues. New York City; key European cities such as London, Paris and Milan; and top districts in Hong Kong will have outdoor campaigns.

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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*, *JOE Joseph Abboud*, *DKNY*, *Ike Behar* and *John Varvatos*.