

## **TOMMY HILFIGER AND LEWIS HAMILTON ANNOUNCE THE TOMMYXLEWIS COLLABORATIVE COLLECTION**

*At an experiential event with consumers, influencers, VIPs and press in Shanghai, global men's brand ambassador Lewis Hamilton shared what drives him, both in racing and beyond the track.*

**AMSTERDAM, THE NETHERLANDS (April 12, 2018)** – Tommy Hilfiger, which is owned by [PVH Corp.](#) [NYSE: PVH], announces that Lewis Hamilton, British Formula One racing driver and four-time Formula One® World Champion, and global brand ambassador for *TOMMY HILFIGER* men's, is partnering with Mr. Tommy Hilfiger, the iconic American designer, to introduce the first *TommyXLewis* collaborative collection in Fall 2018. Lewis Hamilton revealed the collection logo to fans at an exclusive event in Shanghai on April 11th, putting his own stamp on the iconic *TOMMY HILFIGER* flag.

"Lewis is bold in everything he does, from racing and extreme sports, to fashion," said Tommy Hilfiger. "This collaborative collection is something totally fresh for us in men's, and at the same time, it really celebrates the *TOMMY HILFIGER* DNA. This result can only come from partners who share our values and drive. We were really proud to unveil the exclusive logo and the design inspiration with our fans in China last night, and look forward to sharing the collection with everyone around the world this Fall."

The *TommyXLewis* flag was revealed at the Shanghai event in an art installation that shared the inspirations behind the design, including street art influences and projections of Lewis Hamilton's own body art. The logo celebrates Tommy Hilfiger's iconic flag trademark positioned behind Lewis Hamilton's initials in navy, reflecting the brand's colors and the font used in the British Formula One racer's own tattoos. The collection will feature apparel, footwear, accessories, underwear and socks.

"As my love of fashion has grown so has my desire to design a collection. It is an honor to partner with Tommy Hilfiger to make this dream come true," said Lewis Hamilton. "I cannot wait to show fans around the world how Tommy and I have channeled our creativity into this first *TommyXLewis* collaborative collection."

At the Shanghai event, Lewis Hamilton also revealed what drives and inspires him every day to attendees who included Shawn Yue, Hong Kong actor and Greater China brand ambassador for *TOMMY HILFIGER* menswear, friend of the brand, actress Maggie Jiang, and influencers such as Nikki Min, Chery Gun, Li Hui, Ethan Liu, Yu Hai Hang and Wu Pei. The crowd enjoyed a unique performance by British singer-songwriter Jessie J who is currently number one in the Chinese reality singing show, *Singer*, as well as surprising and engaging consumer activations. A dedicated *TOMMY HILFIGER* Super Brand Day hosted on *JD.com* by Asia Huang with the participation of influencers Aki and Aska on April 12th reached over 26 million consumers who enjoyed exciting activations and offers for the day.

The brand heritage of *TOMMY HILFIGER* is closely linked with pop culture and sports icons. In the '90s, Tommy Hilfiger was one of the first designers to blend fashion and celebrity, and he became a pioneer in the industry by dressing young artists such as Aaliyah, Mark Ronson and Usher; and featuring musicians such as David Bowie and Beyoncé in his advertising campaigns. In recent years, Tommy Hilfiger has established inspiring partnerships with international supermodel Gigi Hadid, designing four *TommyXGigi* capsule collections with her, international tennis champion Rafael Nadal, award-winning musician/producer duo The Chainsmokers, and Hong Kong actor Shawn Yue, reflecting the brand's commitment to broaden its reach and connect with the next generation of consumers. Tommy Hilfiger also has a history with Formula One® racing, most recently announcing a multi-year strategic partnership as the Official Apparel Partner for the four-time World Champions Mercedes-AMG Petronas Motorsport. The brand previously sponsored the Lotus Formula One® team from 1991 to

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1994, and was the first non-automotive brand to sponsor Ferrari's Formula One® team, including uniforms created by the designer himself, in 1998.

Friends and followers of the brand are invited to join the conversation on social media using #WhatsYourDrive and 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, athletic apparel (golf and swim), 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](http://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](#) and [Olga](#) 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.

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