

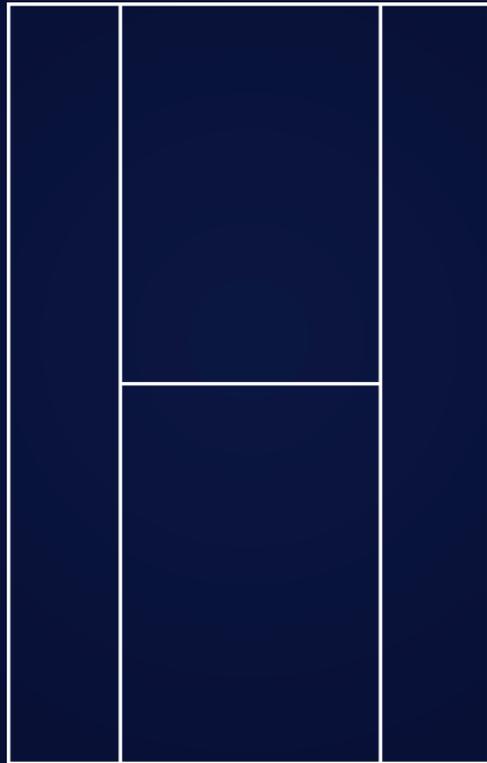
A full-body photograph of Rafael Nadal, shirtless and wearing white Tommy Hilfiger briefs. He is standing with his hands on his head, looking directly at the camera. The background is split vertically into white and red, and horizontally into red and dark blue. The lighting is dramatic, highlighting his muscular physique.

RAFAEL NADAL

#TOMMY X NADAL

TOMMY  HILFIGER

TOMMY  HILFIGER



CONTENTS

5	THE MATCH	25	GAME
	PRESS RELEASE		BEHIND THE SCENES
9	0 - 15	33	SET
	UNDERWEAR		Q&A RAFA & TOMMY BIO
15	0 - 30	43	MATCH
	INTRODUCING MODERN TAILORING		PRESS CONTACTS
21	0 - 40		
	FRAGRANCE		

THE
MATCH

P R E S S R E L E A S E



TOMMY HILFIGER ANNOUNCES RAFAEL NADAL AS GLOBAL BRAND AMBASSADOR FOR UNDERWEAR, TAILORED AND TH BOLD FRAGRANCE

The internationally renowned, record-setting tennis icon will appear in the 'Tommy Hilfiger' underwear, tailored and 'TH Bold' campaigns, beginning Fall 2015.

AMSTERDAM, THE NETHERLANDS (August 25, 2015) – Tommy Hilfiger, which is owned by PVH Corp. [NYSE: PVH], announces that internationally renowned tennis star Rafael Nadal will appear as the global brand ambassador for *Tommy Hilfiger* underwear, *Tommy Hilfiger Tailored*, and the new fragrance *TH Bold*, beginning in Fall 2015. The collections are available at *Tommy Hilfiger* stores globally, through select wholesale partners and online at tommy.com.

“Rafael Nadal has been a longtime personal friend and supporter of our brand, and I’m continually inspired by his dedication and passion for his sport,” said Tommy Hilfiger. “This exclusive partnership brings one of the greatest athletes of this generation into our *Tommy* family. Rafael embodies an effortless sense of style that exemplifies and reflects our brand spirit – he’s confident, fun and cool.”

The campaign imagery was photographed in early 2015 in Spain and it will break globally in fall 2015 with dedicated print, online, and out-of-home media placements worldwide. To further support the global initiative and collaboration, Nadal will attend exclusive *Tommy Hilfiger* launch events in North America, Europe and Asia. The campaign will also include the launch of *TH Bold*, Nadal’s fragrance for *Tommy Hilfiger*, which channels the strength and vitality of an athlete who plays to win.

“I’ve always admired *Tommy Hilfiger*’s cool, all-American designs which are sophisticated and easy to wear, and I’m excited to be partnering with the brand,” said Rafael Nadal, the 14-time Grand Slam winner.

The Fall 2015 *Tommy Hilfiger* underwear collection refreshes classic styles with updated fits, revamped fabrics and elevated details. Design innovations combine with premium fabrics for a result that’s sophisticated, durable and essential for everyday comfort. The Fall 2015 *Tommy Hilfiger Tailored* collection features sharp silhouettes, modern tailoring and rich textures.

Born in 1986 in Manacor, Spain, Nadal has ranked amongst the world’s top five tennis players since 2003. Widely regarded as one of the greatest professional tennis players in history, at the age of 24 he became the youngest athlete to complete the “Grand Slam” and is the second male player in the world to have completed the “Career Golden Slam” after winning the French, Australian and U.S. Opens; Wimbledon; and a 2008 Olympic gold medal. Nadal currently holds a record for his nine French Open victories – the most won by a single player – including five consecutive title wins.

0 – 15

UNDERWEAR



TOMMY HILFIGER UNDERWEAR

The *Tommy Hilfiger* underwear collection features innovative designs that combine elevated details and precision fit with functionality. Premium quality fabrics guarantee exceptional wear, while styles reflect a polished aesthetic – all with a timeless, sophisticated appeal.

An everyday essential, the Icon combines the iconic *Tommy Hilfiger* logo waistband with the relaxed comfort of cotton stretch. The Flex Micro is made with exceptionally soft, four-way stretch microfiber with a sleek sheen waistband.



COTTON TRUNK ICON

AN ICONIC SIGNATURE WAISTBAND
COMBINED WITH COMFORTABLE
EVERYDAY COTTON STRETCH.



MICRO LOW RISE FLEX

FOUR-WAY STRETCH AND SOFT COTTON
CREATE A UNIQUE FIT, FINISHED WITH
A SLEEK MICROFIBER WAISTBAND.





0 – 30

INTRODUCING
MODERN TAILORING

TOMMY HILFIGER TAILORED

Tommy Hilfiger Tailored integrates a sharp, sophisticated style with the brand's American menswear heritage. From structured suiting to casual weekend wear, classics are modernized with precision fit, updated cuts, rich colors and luxe details. In both traditional tailoring and softer seasonal silhouettes, designs are executed with premium fabrics including superfine Italian merino wool and luxury cashmere yarns.

The *Rafael Nadal* for *Tommy Hilfiger Tailored* suit is versatile, polished and refined, with a sartorial ease that's effortlessly cool. Made from Italian navy wool flannel, the single-breasted silhouette features a straight shoulder and slim fit.





**THE RAFAEL NADAL
FOR TOMMY HILFIGER
TAILORED SUIT**

THE QUINTESSENTIAL TAILORED
TWO-PIECE SUIT FEATURES NAVY BLUE
VIRGIN WOOL.



0 – 40

FRAGRANCE



**STRONG AND SPORTY,
TH BOLD IS MADE FOR THE REBEL
WHO PLAYS TO WIN**

TH BOLD CELEBRATES THE TOMMY HILFINGER SPIRIT OF DETERMINATION AND CONFIDENCE – A UNIQUELY POWERFUL BLEND. WITH A FUSION OF CRISP CITRUS, HERBAL AND SPICY NOTES, THE MASCULINE FRAGRANCE SPEAKS TO THE MODERN MAN WHO'S INTENSELY PASSIONATE AND HAS A DESIRE TO LIVE BOLDLY.



GAME

BEHIND THE SCENES



“From underwear to suiting, Tommy’s designs are top quality and always show a strong attention to detail and comfort.”

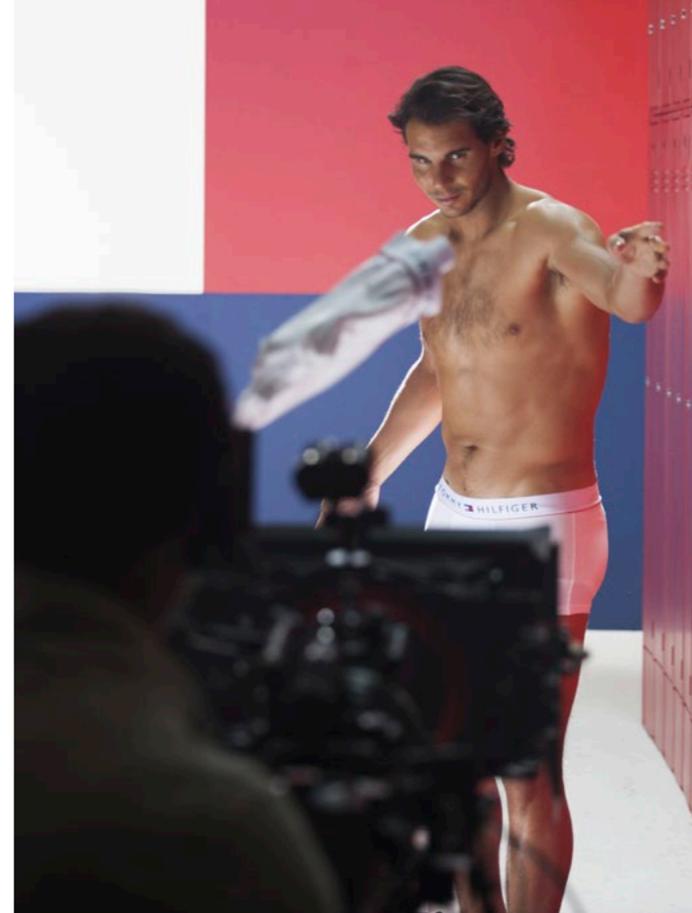
RAFAEL NADAL



*Invest in quality;
a classic tailored suit
will last a lifetime and
carry you a long way.*

RAFAEL NADAL





“Tommy is the master of classic, cool style, and I like how his designs are so easy to wear.”

RAFAEL NADAL



SET

Q & A , RAFA & TOMMY BIO



RAFAEL NADAL Q&A

Q: How did your ambassadorship come about?

A: I've known Tommy and his family for years. When he approached me for the collaboration, I was very excited to work with my friend and one of the world's most renowned fashion designers. I'm honored to have this opportunity to collaborate with such an iconic American brand.

Q: What made working with Tommy Hilfiger so memorable?

A: Working with Tommy is a fantastic experience – he's always got a smile on his face and a positive attitude. He's a very special person with great taste and an eye for design. He always knows what looks best and is good at giving style advice.

Q: What do you like about Tommy Hilfiger designs?

A: From underwear to suiting, Tommy's designs are top quality and always show a strong attention to detail and comfort.

TOMMY HILFIGER Q&A

Q: How did this collaboration come about?

A: Rafael has been a personal friend and supporter of our brand for nearly 10 years. We are excited about this exclusive partnership, which brings one of the greatest athletes of this generation into our Tommy family.

Q: What do you admire about Rafael?

A: I'm continually inspired by his dedication and passion for his sport; his ongoing commitment and motivation make him a fantastic role model.

Q: What do you like about Rafael's sense of style?

A: Rafael's style is effortless and really exemplifies our brand spirit – he's fun and cool, and doesn't take it too seriously.

RAFAEL NADAL BIO

Rafael Nadal was born in 1986 in Mallorca, Spain, and has ranked amongst the world's top five tennis players since 2003. He is known for his two nicknames, "Rafa" and "The King of Clay," coined for his domination on clay tennis courts.

Nadal's interest in tennis began as a child, when he was introduced to the sport by his uncle. At the age of 14 he relocated to Barcelona to pursue tennis training, at 15 he turned professional and joined the junior circuit, and at 17 he won the ATP Newcomer of the Year Award.

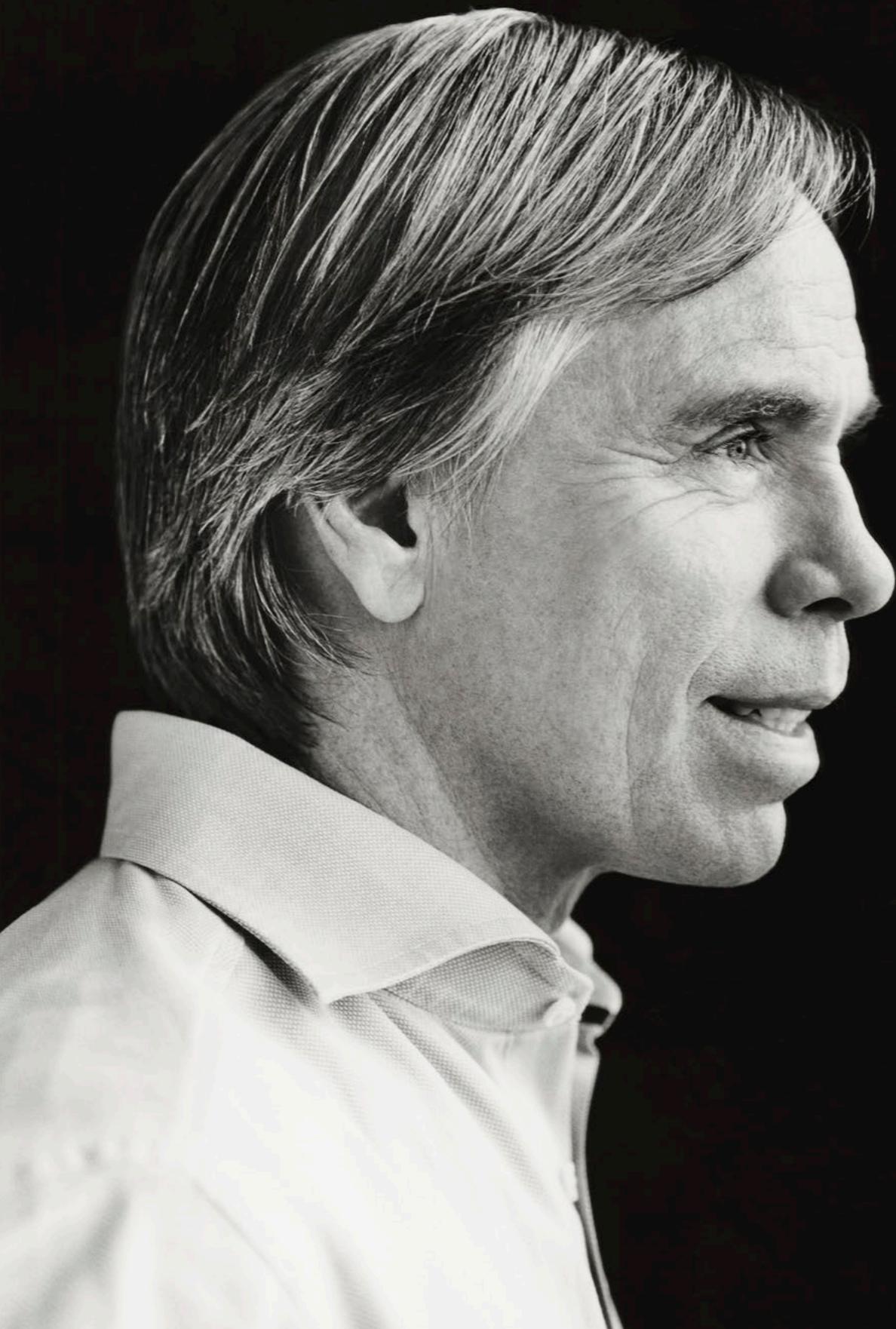
In 2003, at just 19 years old, Nadal won the French Open the first time he played in the renowned tournament; he went on to win the French Open nine times, and now holds the record for most wins by a male player at a single tournament.

At the age of 24 he became the youngest athlete to complete the "Grand Slam" and is the second male player in the world, after Andre Agassi, to have completed the "Career Golden Slam" after winning the French, Australian and U.S. Opens, Wimbledon, and a 2008 Olympic gold medal.

To date Nadal has won 14 Grand Slam singles titles, a record 27 ATP World Tour Masters 1000, and 15 ATP World Tour 500 tournaments. He is one of only two male players in history who has won at least two Grand Slam titles on three different surfaces – hard court, grass and clay. He is also the only player to have won at least one Grand Slam tournament for 10 consecutive years.

In 2007 Nadal founded the Rafa Nadal Foundation with the mission to provide a better lifestyle for young people around the world and support marginalized youth who are at risk of exclusion from society. The foundation aims to combine educational and sports programs to offer deprived children an opportunity to grow and develop respect, trust and integration.





TOMMY HILFIGER BIO

Tommy Hilfiger is one of the world's leading designer lifestyle brands and is internationally recognized for celebrating the essence of classic American cool style, featuring preppy with a twist designs. Under Hilfiger's guidance, vision, and leadership as Principal Designer, *Tommy Hilfiger* has become one of a few international brands for apparel, accessories and home.

Hilfiger introduced his first signature collection in 1985 by modernizing button-down shirts, chinos, and other time-honored classics with updated fits and details. The relaxed, youthful attitude of his first designs has remained a distinctive hallmark throughout all of Hilfiger's subsequent collections. The business has grown from a single menswear collection in 1985 to a global lifestyle brand achieving over US \$6.7 billion dollars in retail sales in 2014. There are over 1,400 Tommy Hilfiger stores in more than 90 countries on five continents.

In 1995, Hilfiger launched The Tommy Hilfiger Corporate Foundation in an effort to give back on a global scale through educational and cultural programs including the Fresh Air Fund, the Martin Luther King Jr. National Memorial Project, Breast Health International and the Millennium Promise initiative to eliminate extreme poverty in Africa. In 2010, Millennium Promise named Hilfiger as its first MDG (Millennium Development Goals) Global Leader.

Hilfiger's vast body of influence was honored in 2012 by the Council of Fashion Designers of America, which presented him with the CFDA's prestigious Geoffrey Beene Lifetime Achievement Award.

COMPANY OVERVIEW

Tommy Hilfiger is one of the world's leading designer lifestyle brands and is internationally recognized for celebrating the essence of "classic American cool" style, featuring preppy with a twist designs.

Founded in 1985, Tommy Hilfiger delivers premium styling, quality and value to consumers worldwide under the *Tommy Hilfiger* and *Hilfiger Denim* brands, with a breadth of collections including *Hilfiger Collection*, *Tommy Hilfiger Tailored*, men's, women's and kid's sportswear, denim, accessories, and footwear. In addition, the brand is licensed for a range of products, including fragrances, eyewear, watches and home furnishings. Founder Tommy Hilfiger remains the company's Principal Designer and provides leadership and direction for the design process.

Tommy Hilfiger, which was acquired by PVH Corp. in 2010, is a global apparel and retail company with more than 17,000 associates worldwide. With the support of strong global consumer recognition, Tommy Hilfiger has built an extensive distribution network in over 90 countries and more than 1,400 retail stores throughout North America, Europe, Latin America and the Asia Pacific region. Global retail sales of the *Tommy Hilfiger* brand were US \$6.7 billion in 2014.



The background is a solid dark blue color. Overlaid on this are several thick, white, geometric lines that intersect to form a large, irregular shape. The lines are clean and minimalist, creating a modern, architectural feel.

MATCH

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