

MEDIA ALERT

TOMMY HILFIGER TAKES OVER EMPORIUM MELBOURNE WITH POP-UP ART INSTALLATION

WHAT: Tommy Hilfiger, which is owned by [PVH Corp.](#) [NYSE: PVH], announces that it transformed the inside of the Emporium Melbourne Mall into a digital art gallery for one-day-only to host a celebratory event for 3,000 visitors on November 15, 2019. The multifaceted consumer activation marked Mr. Tommy Hilfiger's first visit to Australia and arrival to Melbourne after two days in Sydney. The installation showcased the best of the *TOMMY HILFIGER* collections.

Titled "Hypa-Hilfiger" and created in partnership with Melbourne lightning artist, Kit Webster, the takeover paid tribute to the creative achievements of Melbourne, which serves as a thriving hub for art, music and fashion. "Hypa-Hilfiger" presented an amalgamation of these influences, promoting cultural connection and artistic discovery. Visitors explored the pop-up's digitized artwork and futuristic, cubic sculptures, which were designed to pay tribute to the streets of Melbourne. Fans of the brand also enjoyed live performances by TKAY MAIDZA supported by DJ FLEX MAMI and Denzel from The Voice Australia.

During the event, Mr. Tommy Hilfiger visited the new *TOMMY HILFIGER* Emporium Melbourne flagship store before participating in an energized on stage conversation with celebrity host, Ksenija Lukich where he engaged with the crowd and discussed the future of the brand. Attendees were invited to participate in a digital activation utilizing the AirDrop feature. Those who participated in the innovative AirDrop activation won a limited-edition *TOMMY HILFIGER* cap.

WHERE: Emporium Melbourne
287 Lonsdale Street
Melbourne VIC 3000, Australia

WHEN: November 15, 2019



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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.