

A CULTURE OF INNOVATION

TOMMY  HILFIGER



A digital workstation in one of the Digital Showroom theaters

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MARTIJN HAGMAN

FOREWORD



Today, innovation is the true key to creating a more sustainable industry.

At Tommy Hilfiger, innovation runs much deeper than creating shiny, marketable touch points. For us, it is the answer to many of our industry's most difficult questions, and the way we will achieve long-term, meaningful change. By putting innovation at the center of everything we do, we are confidently on our way to creating fashion that Wastes Nothing and Welcomes All.

Our pioneering spirit drives us to always find new ways to embrace top technology and digital innovation, in order to modernize every step in our end-to-end value chain. From our digital services, product designs and sustainability strides, to the opportunities we create for our people, we continue to leverage new technology across all areas of our business and set new standards for the industry.

To stimulate innovative thinking, we promote growth mindset, development opportunities, and upskill our talent pool to prepare for the future. It is engrained in our culture to welcome bold innovation from everywhere and anywhere. We want to empower everyone to share fresh ideas, take risks and imagine new solutions that contribute to a more environmentally and socially sustainable industry.

As we continue to grow with incredible momentum, we are committed to strengthening our culture of innovation to make it possible to Waste Nothing and Welcome All.

A handwritten signature in black ink that reads "Martijn". The script is fluid and cursive.

Martijn Hagman
CEO, Tommy Hilfiger Global and PVH Europe

BUSINESS INNOVATION

DIGITAL SHOWROOM

The Digital Showroom revolutionizes the traditional showroom setup, reflecting Tommy Hilfiger's pioneering spirit and establishing a new industry benchmark for selling.

Launched in 2015 in Amsterdam, the Netherlands, the Digital Showroom has now been rolled-out across 21 countries, with 41 theaters and 194 workstations across Hong Kong, Austria, Belgium, Denmark, Finland, France, Germany, Greece, Italy, Japan, Norway, Russia, Panama, Spain, Sweden, Switzerland, Turkey, the Netherlands, the United Kingdom and the United States. New locations and features are being added globally every season.

Each Digital Showroom has an interactive touchscreen table that connects to a wall-to-wall grid of ultra-HD 4K screens, which combine collection information, sales tools and brand content in one unified interface. With over 88,000 images, customers can digitally view every item in the seasonal collections through a single touch point, filtering by category, color or delivery at the touch of the screen. They can access head-to-toe looks (both on and off model at multiple angles); zoom in with incredible detail to see unique design features; click on a garment for specific information, such as color offerings and size ranges; create and organize unique assortments for their stores; and review their complete selection by delivery in one simple overview.

The Digital Showroom also continues to support our ongoing sustainability mission, as it reduces sample production, eliminates the need for printed order forms, and diminishes the ecological impacts of shipping. Since its launch, we have already surpassed our target to cut samples by 80% at our flagship Digital Showroom in Amsterdam, with similar reductions projected for all locations globally.

POSSIBLE EVOLUTIONS INCLUDE:

- **3D DISPLAY:**

Incorporating 3D design into the Digital Showroom allows Sales teams to present using 3D digital samples, further enhancing the display of products, and reducing dependency on physical samples and photography. In 2017, a dedicated innovation incubator, HATCH, was established to develop and scale the future commercialization of the Digital Showroom.

- **INTEGRATED ORDERING TOOL:**

Allowing customers to place orders directly via the Digital Showroom. This will guarantee a consistent buying experience at every step of the customer journey.



A digital workstation in one of the Digital Showroom theaters

TOMMY HILFIGER STORE OF THE FUTURE



Consumers explore the Store of the Future digital look book



A fit mirror located in a Store of the Future fitting room

The role of our channels is always evolving as the future of retail continues shifting. Return on investment is no longer measured by sales per square foot, but surprise and excitement per square foot. Tommy Hilfiger has made incredible strides in offering consumers a groundbreaking, immersive in-store experience that combines three core elements:

- 1. Traditional Retail:** Consumers can touch and try the product.
- 2. Digital Interaction:** Connecting online and offline to show consumers more products than could ever fit in a standard retail footprint.
- 3. Social Environment:** Inspired by Tommy's first store People's Place, where people came together to enjoy exciting and engaging experiences.

The full Store of the Future concept has been rolled out across 80 TOMMY HILFIGER and TOMMY JEANS stores worldwide, and will continue expanding across brand locations and their outlet stores. Key Store of the Future experiences include:

- **Denim Fit Guides:** Consumers can find their perfect denim fit by taking a "fit quiz," and discover styles available both in-store and online.
- **Digital Endless Aisles:** Located alongside men's and women's footwear and bags, or basic menswear assortments, consumers can browse

these screens to gain immediate access to more styles than could be displayed in store.

- **Kid's Machine:** Gamified, playful engagement point creating greater awareness for the Kid's collection through fun and exploratory interactions.
- **Fit Mirror:** Facilitates consumers' experience in the fitting room by allowing them to check size availability, alternative color options and similar items, then request the items directly to the dressing room with the help of an in-store stylist.
- **TommyXYou:** A dedicated customization station inspiring consumers to express their own twist by personalizing products bought in-store.
- **Look Book:** Consumers can explore global advertising campaign videos and images, and shop the latest men's and women's styles alongside related products either large-scale on a digital wall or handheld on an iPad.
- **Selfie Mirror:** Consumers can take selfies from different angles wearing their favorite in-store styles, then customize the images with stickers and filters to download and share from the fitting room.
- **Style Scanner:** Encourage style exploration by allowing consumers to scan the barcodes of their favorite styles and get outfit recommendations to complete their look.
- **Sports Table:** Eye-catching gaming console that allows consumers to engage with the TOMMY SPORT collection, discover new products and learn about their key technical features and benefits.

E-COMMERCE & OMNICHANNEL

At Tommy Hilfiger, we are on a journey to revolutionize the way we think and operate our e-commerce and retail business to ensure each experience becomes a connected and personalized journey for every global consumer.

Our own e-commerce platform and third-party e-com sites continue to be a major area of investment for the coming years, as we look to build our online community and reach new markets.

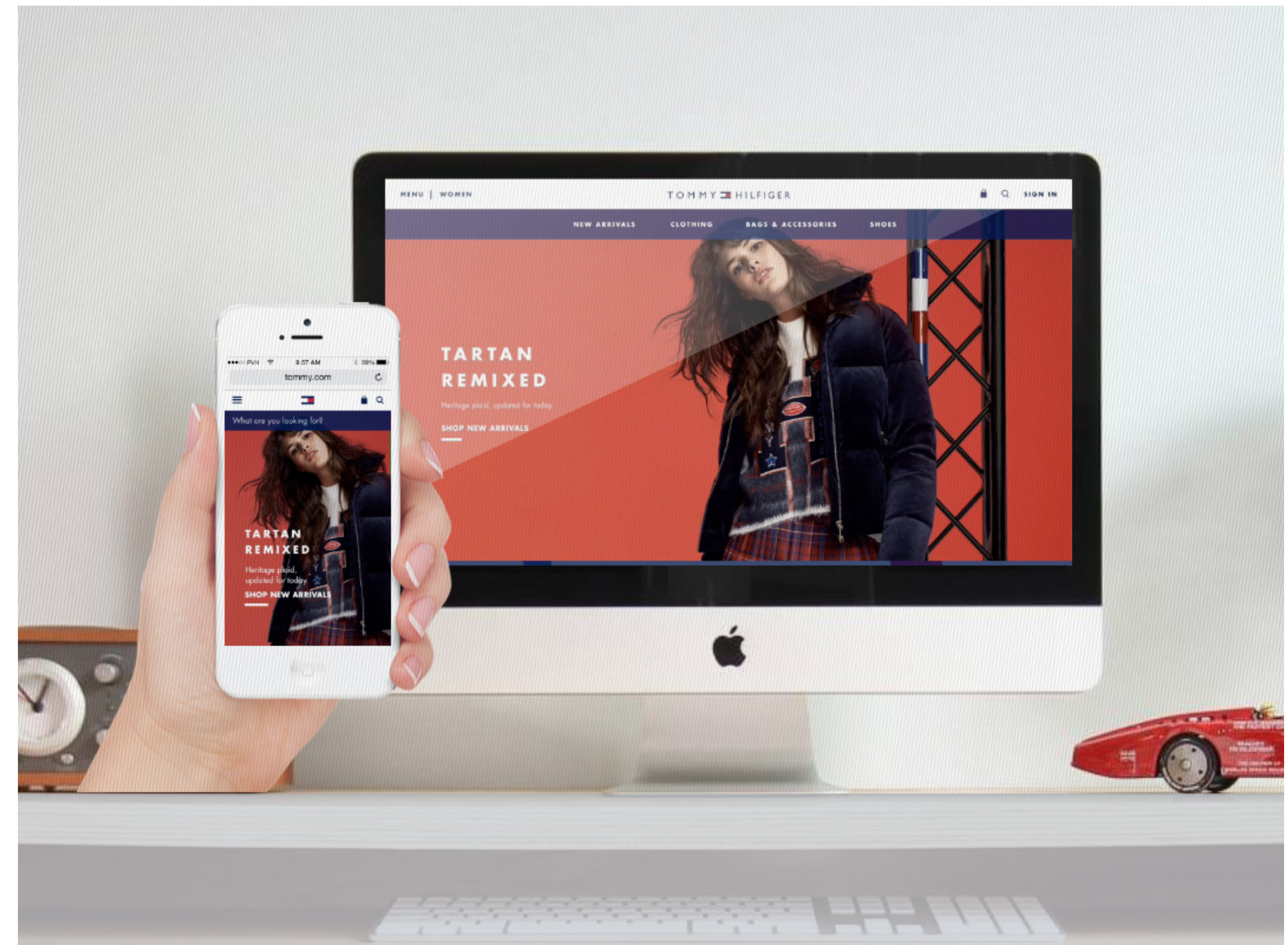
Our tommy.com global flagship store annually draws over 55 million visitors across 25 countries and 8 languages. Tommy.com is constantly evolving to meet consumer needs, and shows a double-digit growth rate per year.

Going hand-in-hand with our e-commerce business are our omnichannel initiatives, which help consumers find the product they are looking for across our ecosystem of channels. In the future, new omnichannel services will launch, including:

- **Check In-Store Availability:** Consumers can visit tommy.com and see product availability in retail stores.
- **Fulfill From Anywhere:** Increases stock availability to the consumer and offers the potential to implement same day delivery in metropolitan areas where there are *TOMMY HILFIGER* stores.

The following services are available for consumers in select European markets, and rolling out to more each month.

- **Collect in Store:** Consumers can order items online to pick up in stores.
- **Return E-com in Store:** Consumers can return items bought online in stores.
- **Order E-com in Store:** Increases product availability for consumers by opening the entire e-com assortment.



A seamless e-commerce and omnichannel ecosystem

BRAND & PRODUCT INNOVATION

SEE NOW, BUY NOW

As one of the world's most recognized lifestyle brands, **TOMMY HILFIGER** has the unique opportunity to continue its leadership role in moving the runway closer to the consumer with its "See Now, Buy Now" global platform.

Since Fall 2016, the *TOMMY HILFIGER* runway experience has acted as an innovation incubator, breaking all the rules and disrupting the fashion industry, with core foundations built around the consumer:

- **INSTANT GRATIFICATION:**

Delivers on the immediacy and instant gratification through the "See Now, Buy Now" concept that consumers look for in how they live and shop today.

- **DEMOCRATIZATION OF FASHION:**

Invites and involves the end consumer in exclusive fashion experiences around the world.

- **EXPERIENTIAL EVENTS:**

Fuses fashion, entertainment and pop culture to create brand experiences that inspire and engage consumers and exceed their expectation

Season after season, **TOMMY HILFIGER** continues to experience incredible success.

- **WORLD TOUR:**

The show reflects *TOMMY HILFIGER*'s continued commitment to bringing the brand experience to new cities and audiences globally: Paris, Shanghai, Milan, London, Los Angeles, Tokyo, Berlin and New York City.

- **INSPIRING PARTNERSHIPS:**

Partnering with the world's top companies to drive cross-industry collaborations that create inspiring activations: The Mama Foundation, Tmall, BOSE, e-Nowia, Mercedes-AMG Petronas Motorsport, and MediaMonks.

- **CONTINUOUS INNOVATION:**

Acting as an innovation incubator, where new technology is tested, evolved and integrated into the Tommy Hilfiger business: TOMMYNOW SNAP app, Augmented Reality, Gamified Virtual Reality Worlds, Instagram Filters and Artificial Intelligence-powered TMY.BOY and TMY.GRL chatbots on Facebook Messenger.

- **SUSTAINABILITY FOCUSED:**

Each season, we are creating and presenting more sustainable collections with expanded curve sizing, Adaptive features and gender-neutral design. For Spring 2020, we also partnered with South Pole – a leader in global sustainability initiatives - to neutralize an estimated 1,591 tons of carbon emissions resulting from the production.



Tommy Hilfiger and Lewis Hamilton lead the finale at the Spring 2020 show in London

3D DESIGN & DIGITAL DISPLAY

We are on a journey to innovate in the way we design by applying digital transformation across our entire value chain. While our Digital Showroom technology revolutionized our sell-in methods, the bottom-up approach of our ongoing 3D design transformation will further expand our digitalization vision.

In Fall 2020, Tommy Hilfiger will launch a capsule collection designed, developed and sold digitally, including products modeled on virtual avatars. Our Spring 2022 apparel collections will be the first to be fully designed using Tommy Hilfiger's innovative 3D design platform.

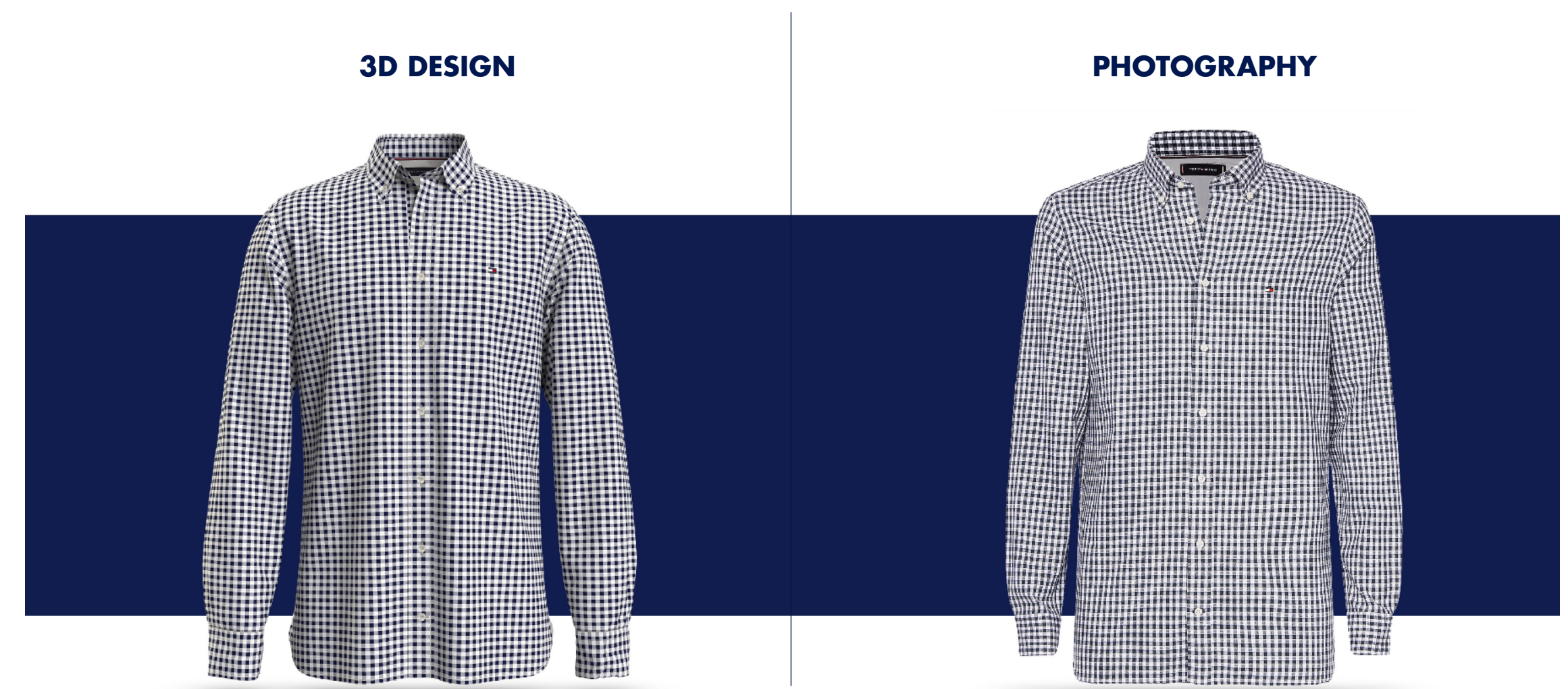
The potential of 3D design is limitless, allowing us to meet consumer needs faster and in a more sustainable way. The technology has become a fundamental tool in our collection design, and has the potential to significantly accelerate our speed to market and replace traditional product photography entirely.

3D design also creates new opportunities for our designers, improves communication with our suppliers, reduces the need for prototypes, and enables us to communicate in a visual manner, increasing the speed of design rounds.

To realize our 3D design goals, we founded the tech incubator, STITCH, dedicated to digitizing the company's design practices with an ecosystem of tools that enables a fully digital design workflow. The STITCH Academy not only trains and upskills our existing designers, but identifies and trains the new generation of emerging design talent.



3D designed product images flow seamlessly into the Digital Showroom



A side-by-side comparison of a 3D designed product image and traditional product photograph

PRODUCT INNOVATION CENTER

At Tommy Hilfiger, we have always been champions of change; rediscovering, reconstructing and reinventing the classics, while always being innovative and more sustainable. To facilitate our journey, we created the Product Innovation Center, which houses three sub-centers dedicated to the advancement of product and process innovation, automation and rapid- prototyping.

PRODUCT INNOVATION LAB

- Where cutting-edge technology including 3D, laser and direct-on-garment printers enable the customization and streamlining of product through faster modeling and rapid-prototyping opportunities. The result? A more sustainable, efficient and cost-effective process with the reduction of freight.

DENIM LAB

- Prototypes are developed at our in-house Denim Atelier within 48 hours instead of the traditional four to six weeks through external vendors.
- With more than 1,600 swatches, the Denim Fabric Library is a powerful database that houses our key fabrics for designers to work with.
- Our Denim Lab is a test center for groundbreaking and sustainable finishing techniques that reduce water and chemical consumption by up to 70%.

- The Denim Academy trains our wholesale and retail teams as well as wholesale buyers on the ingredients behind the perfect pair of jeans, with a focus on product stories, technology, sustainability and innovation.

COLOR LAB

- This state-of-the-art hub is designed to revolutionize the traditional color process to more clearly differentiate product categories and strengthen the visual impact of our in-store assortments. Featuring high-end machinery and industry-leading technology, it allows us to elevate colors and remain one step ahead of the industry.
- Color Library: Houses a powerful color database to gain color inspiration for mood boards and color palettes.
- Dark Room: Two light boxes and a spectrophotometer allow for both digital and visual color approval.
- Color Training and Test: Focused on how people see color, how to conduct visual and instrumental color evaluation, how color is archived in PLM, and the importance of proper color approval. A test then measures your ability to accurately identify and distinguish colors.



The Product Innovation Center's Color Library



Laser finishing treatment in the Product Innovation Center's Denim Lab



Spring 2020 TOMMY HILFIGER sneakers made from Apple Skin Leather technology

INNOVATIVE MATERIALS

Tommy Hilfiger is committed to identifying and developing materials that set new sustainability standards, to further create fashion that wastes nothing and welcomes all. At the Product Innovation Center, our dedicated teams research and implement innovative materials in our collections, including:

APPLE SKIN LEATHER

For the Spring 2020 season, two footwear styles were designed using recycled apple skin fiber – a bio-based leather alternative derived from the apple farming industry’s waste. The styles for men and women featured 24% recycled apple fibers on the upper. The groundbreaking raw material addresses both farming waste and the fashion industry’s increasing demand for ecological leather alternatives. Apple skin has a lower environmental impact than other vegan leather alternatives, which typically contain high amounts of fossil-based materials.

100% RECYCLED DENIM

Leftover cotton salvaged from cutting tables and factory floors is recycled using an innovative, entirely mechanical process that uses less water and fewer chemicals, reduces waste and generates less carbon dioxide. Until now, creating a completely recycled cotton yarn, at scale, to the Tommy Hilfiger quality standard was nearly impossible. This is a direct result of the innovative work achieved at the PVH Denim Center. The first 100% recycled cotton denim styles featured in the Spring 2019 TOMMY JEANS collection.

100% ORGANIC COTTON

We believe true style comes naturally, so our independently certified organic cotton is grown without chemical pesticides, chemical fertilizers or genetically modified seeds.

SORONA

This renewable plant-based fiber features stretch, comfort and superior warmth elements. It is made from 37% renewably-sourced materials, and its production creates 63% less CO2 emissions, and uses 30% less energy compared to nylon. It is used as a filling in a range of *TOMMY HILFIGER* outerwear styles such as parkas and puffer jackets.

RE: DOWN

Reclaimed down and feathers from bedding and cushions are used as a 100% recycled filling material that provides lightweight warmth, offering identical performance benefits to virgin down.

MAKE IT POSSIBLE

With hard work and a positive outlook, anything is possible. These values have driven our business from the start. Tommy Hilfiger started selling jeans out of the trunk of his car and never gave up on his belief that he would create one of the world's most recognizable labels. His story is proof that if you put in the hard work, you can create opportunity in the face of any change. Today, we face some of the biggest challenges yet – from climate change to inequality and prejudice. But we can change the way we work and the clothes our consumers wear. Our vision is to create fashion that wastes nothing and welcomes all.

CIRCLE ROUND

VISION-2030

Make products fully circular, and part of a sustainable loop.

DEFINITION

By 2030, our products will be designed, produced and (re)distributed in line with circular business principles, enabling all materials to be a part of a sustainable biological and technical loops after the end of their product lifetime.

AMBITION-2030

- Circular business models will be a significant part of the Tommy Hilfiger business.
- Our synthetic materials will be from recycled sources and our natural materials will come from regenerative systems, meaning they contribute to systems that renew or replenish themselves.
- We will enable our materials to be capable of returning to biological or technical loops.
- Our products will be designed and produced according to circular principles.

MADE FOR LIFE

VISION-2030

Operate with sensitivity to planetary boundaries*, including in the areas of climate change, land use, freshwater and chemical pollution, from what we buy to where we sell.

DEFINITION

By 2030, we will reduce the carbon footprint of our value chain ahead of Science Based Targets requirements, recycle or re-use all our waste, and use water sustainably.

AMBITION-2030

- Reduce our total Scope 1, 2 and 3 greenhouse gas emissions ahead of Science Based Targets trajectory.
- Unpreventable waste will be re-used or recycled at equivalent or improved levels of quality or value.
- Reduce water use in our value chain as far as possible, and work with others to preserve water resources in high risk basins

*The planetary boundaries concept proposes limits for nine processes that regulate the stability and resilience of the Earth system, together forming a set of boundaries within which humanity can continue to develop and thrive for generations to come. Source: <https://bit.ly/3d3Qbv3>

EVERYONE WELCOME

VISION-2030

Be a brand that works for every TOMMY Fan – always inclusive, completely accessible.

DEFINITION

By 2030, we want all Tommy Hilfiger consumers to feel comfortable in our product, experience our brand as welcoming, and find all our channels equally accessible.

AMBITION-2030

- Our product categories will be available with inclusive versions as part of our stocked range or by special order.
- Offer an inclusive and accessible brand experience across all sales and marketing channels for every potential consumer.
- Tommy Hilfiger recognized globally as an inclusive and accessible brand that champions inclusion in fashion and beyond.

OPPORTUNITY FOR ALL

VISION-2030

Create equal access to opportunity – no barriers to success at Tommy Hilfiger.

DEFINITION

By 2030, all people working in environments controlled by us and our supply chain partners, are enabled to speak up for themselves and have opportunities to maximize their potential.

AMBITION-2030

- The profile of our associates matches the diversity of the countries in which we operate and sell, across ethnicity, gender and physical ability.
- The people that create our brand and products are prepared for the changes to their work brought about by the 4th Industrial Revolution.
- Take to scale transformative innovations leveraged from the communities around us, by enabling social innovation and entrepreneurship

INNOVATION IN PEOPLE

CAMPUS OF THE FUTURE



Image courtesy of MVSA Architects



Housing two state-of-the-art auditoriums

TOMMY HILFIGER has become one of the world's leading designer lifestyle brands by pushing boundaries, fostering collaboration and embracing diversity. We have pioneered groundbreaking initiatives that have transformed the fashion industry – from our Digital Showrooms and TOMMYNOW experiential runway events, to 3D design and SPEED 360 initiative. In light of the incredible growth that our organization has experienced over the last few years, and to sustain future developments, we have built a revolutionary new office landscape, the Campus of the Future, in Amsterdam, the Netherlands, which reflects our entrepreneurial spirit and passion for innovation.

Located in the city's up-and-coming Houthavens neighborhood, the state-of-the-art campus unifies all departments into a single centralized location to consolidate operations, increase efficiencies and continue fostering a family spirit. The campus includes six Digital Showrooms; "Flex Office" workspaces that stimulate innovation, teamwork and collaboration; roof terraces and a People's Place restaurant where associates can socialize while enjoying views of the city and the river IJ; car and bike parking lots; state-of-the-art auditoriums; and workout spaces including dedicated studios for group fitness classes.

The internal fit-out of two of the buildings underwent an extensive sustainable design process over the past two years, involving sustainability consultants, VOC testers, acousticians, ecologists and flood consultants. More sustainable features include low or zero VOC emission products, 100% responsibly sourced timber, ecology features on the green roof (4 bird boxes, 3 loggeries and 3 insect hotels to be in place by the end of 2020) and extensive sub-metering throughout the buildings to carefully manage energy consumption. The Campus of the Future is actively targeting "Excellent Level" BREEAM certification, the world's longest established method of assessing, rating, and certifying the sustainability of buildings.

TOMMY HILFIGER FASHION FRONTIER CHALLENGE



As our industry continues to rapidly evolve, it is important to collaborate, both within and outside of the fashion landscape, and enable innovations that have the ability to transform our businesses for the better. The global program aims to support entrepreneurial start-up and scale-up stage businesses developing solutions that promote inclusive and positive change in fashion.

Associates are involved in the challenge from start to finish, by narrowing the hundreds of applicants; developing and refining the business plans of the six finalists; and selecting the 'Audience Favorite Vote.'

In addition to financial sponsorship, the winners also receive an invaluable year-long mentorship with Tommy Hilfiger's and INSEAD's global experts, as well as a place in the INSEAD Social Entrepreneurship Program (ISEP).

After a successful two years running, the company is excited to continue to work on identifying opportunities that support the advancement of the fashion industry. This celebrates the entrepreneurial spirit and determined optimism at the heart of our brand DNA.

THE CHALLENGE DEBUT

The final event of the first premiere Challenge took place in January 2019, with an expert jury panel. Up to €100,000 was awarded by the jury panel to each of the winning finalists, which included **doctHERs**, **Auf Augenhoehe** and **Selina Wamucii**.

Pakistan-based **doctHERs** created a digital health platform that connects female doctors to patients to provide quality health care for marginalized communities and inclusive employment for women. German **Auf Augenhoehe** designs and develops styles for people affected by dwarfism. Kenya-based **Selina Wamucii** connects small farmers to distributors through a single mobile platform.

THE CHALLENGE CONTINUES

In the second year of the Tommy Hilfiger Fashion Frontier Challenge, six finalists were narrowed down from 420 applicants, who were invited to develop and refine their business plans with the support of a dedicated team of social entrepreneur experts. During the program's Final Event, which took place at Tommy Hilfiger's Campus of the Future in Amsterdam, the Netherlands, the six finalists pitched their concepts to a prestigious jury panel including Mr. Tommy Hilfiger, Martijn Hagman, CEO, Tommy Hilfiger Global and PVH Europe, Noor Tagouri, Journalist, Activist and Speaker, Willemijn Verloop, Founding Partner, Social Impact Venture, Steven Serneels, CEO and Board Member, EVPA, and Katrin Ley, Managing Director, Fashion for Good.

A total of €160,000 was awarded by the jury panel among the three winners. Bangladesh-based **Apon Wellbeing** opens fair-priced shops carrying daily necessities inside factories, with products offered at a 10% discount to external prices and a points scheme that workers collect for free health-insurance and health services. Dutch **A Beautiful Mess** runs a creative space to assist refugees in realizing social and economic independence by creating sustainable apparel products. Indian pajama company **Sudara** develops professional and sewing skills in women who have escaped from or are at high risk of being sex trafficked.



Tommy Hilfiger Fashion Frontier Challenge 2018 Finalists



Tommy Hilfiger Fashion Frontier Challenge 2019 Finalists

TED@TOMMY

In addition to our revolutionary digital initiatives, Tommy Hilfiger also leads the way in the fashion industry with associate programs that are designed to nurture a culture of innovation and champion the company's entrepreneurial spirit. One such scheme is the TED@Tommy internal program.

TED is the internationally-renowned organization where the world's leading thinkers and doers gather to share and find inspiration. Designer Tommy Hilfiger founded the company based on the idea of inspiring others to stand out from the crowd and express their own twist. Just like TED, Tommy Hilfiger believes in the power of ideas to break conventions and celebrate individuality, which is why we have partnered with them for one of the most unique internal programs the company has ever launched.

At Tommy Hilfiger, we employ some of the most innovative, creative minds in the industry, and our TED@Tommy program enables us to present our associates with the perfect platform to express their twist through the power of an idea.



TedXTommy Final Presentations in Amsterdam

BIOGRAPHIES & COMPANY OVERVIEW

MARTIJN HAGMAN

BIOGRAPHY

Martijn Hagman is the Chief Executive Officer of Tommy Hilfiger Global and PVH Europe since June 2020. Throughout his 12 years with the company, Martijn has been instrumental in evolving into one of the world's most recognized premium lifestyle brands, and building PVH Europe's strong foundation as a multi-brand organization. Driven by a forward-thinking vision and consumer-centric mindset, Hagman is focused on further evolving digital business operations, modernizing the fashion value chain, progressing towards ambitious sustainability targets and circularity innovations, and sustaining healthy top and bottom-line growth.

Since his earliest days with the company, Hagman has displayed true people-centric leadership by empowering teams to trust in themselves and nurturing the next generation of leaders. He brings people together over a united vision, shared values and to champion important causes. Hagman is recognized for understanding and championing diverse

backgrounds and points of view. He harnesses the power of diversity by encouraging collective thinking and boundary-breaking innovation. Hagman joined Tommy Hilfiger in 2008 as Group Controller and grew into various financial leadership roles within the company. Supported by his exceptional business and finance acumen, Hagman was appointed Chief Financial Officer, PVH Europe, in April 2013 and extended his financial oversight role to include Tommy Hilfiger's global operations in September 2014. He further adopted the role of Chief Operating Officer, PVH Europe, in November 2017.

Prior to joining Tommy Hilfiger, Martijn worked at Ernst & Young for 10 years within the International Audit practice, spending time in the Amsterdam and San Jose, California offices. Martijn graduated from the University of Amsterdam with a Master's in Business Economics in 1998. He is a Dutch Certified Auditor (RA) and has a CPA license with the California Board of Accountancy.

Martijn Hagman



TOMMY HILFIGER

BIOGRAPHY



Since launching his namesake brand in 1985, TOMMY HILFIGER has become globally renowned as the pioneer of classic American cool style, fusing East Coast classics with a laid-back West Coast twist. Inspired by iconic pop culture and Americana heritage, the designer and his brand are driven by an ever-optimistic vision to break conventions and celebrate individuality. Today, under Hilfiger's guidance, vision and leadership as Principal Designer, TOMMY HILFIGER is one of the world's most recognized lifestyle brands that shares its inclusive and youthful spirit with consumers worldwide.

Hilfiger's career in fashion began as a high school student in 1969 when he opened his first store, People's Place, in his hometown of Elmira, New York. Ten years later, he moved to Manhattan to pursue a career in fashion design, and in 1985 his namesake brand launched with a single menswear collection. It has since grown to achieve over US \$9.2 billion in global retail sales in 2019 and, as a true lifestyle brand, encompasses a breadth of collections, including *HILFIGER COLLECTION*, *TOMMY HILFIGER TAILORED*, *TOMMY JEANS*, men's and women's sportswear, kidswear, and licensed lines including bodywear, footwear, accessories, watches, jewelry, and fragrances. In 2010, PVH Corp. acquired the Tommy Hilfiger Group, which today boasts an extensive distribution network spanning 100 countries and more than 2,000 *TOMMY HILFIGER* retail stores throughout five continents, including its largest global flagship store at *tommy.com*.

Hilfiger has a longstanding passion for philanthropy and, through the global TommyCares organization, the *TOMMY HILFIGER* company

supports various international initiatives and charities including Save the Children, Autism Speaks and the World Wildlife Fund.

Hilfiger has a longstanding passion for philanthropy and, through the global TommyCares organization, the *TOMMY HILFIGER* company supports various international initiatives and charities including Save the Children, Autism Speaks and the World Wildlife Fund.

Hilfiger's diverse achievements in business and fashion have earned him numerous distinguished awards including the CFDA's prestigious Geoffrey Beene Lifetime Achievement Award in 2012. Hilfiger's life and career has been chronicled in his memoir, *American Dreamer*, published on November 1, 2016. The memoir is a reflection of his experiences in the fashion industry from the last 30-plus years. Recounting his early childhood and formative years, it explores the setbacks, triumphs, and sheer determination that drove him to build a multi-billion dollar global brand.

Hilfiger's diverse achievements in business and fashion have earned him numerous distinguished awards including the CFDA's prestigious Geoffrey Beene Lifetime Achievement Award in 2012. Hilfiger's life and career has been chronicled in his memoir, *American Dreamer*, published on November 1, 2016. The memoir is a reflection of his experiences in the fashion industry from the last 30-plus years. Recounting his early childhood and formative years, it explores the setbacks, triumphs, and sheer determination that drove him to build a multi-billion-dollar global brand.

Tommy Hilfiger, Principal Designer, The Tommy Hilfiger Group

TOMMY HILFIGER

COMPANY OVERVIEW

TOMMY HILFIGER is one of the world's leading designer lifestyle brands creating a platform that inspires the modern American spirit, while committing to wasting nothing and welcoming all.

Founded in 1985, Tommy Hilfiger delivers premium styling, quality and value to consumers worldwide under the *TOMMY HILFIGER* and *TOMMY JEANS* brands, with a breadth of collections including *HILFIGER COLLECTION*, *TOMMY HILFIGER TAILORED*, men's, women's and kids' 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 16,000 associates worldwide. With the support of strong global consumer recognition, Tommy Hilfiger has built an extensive distribution network in over 100 countries and more than 2,000 retail stores throughout North America, Europe, Latin America and the Asia Pacific region. Global retail sales of the *TOMMY HILFIGER* brand were US \$9.2 billion in 2019.

PVH Europe Headquarters, Amsterdam, The Netherlands



LATEST PRESS CONTACTS LIST

GLOBAL

Baptiste Blanc
Senior Director Communications and Earned Media
T +31 (0)6 2904 2334
baptiste.blanc@tommy.com

Jeroen Vermeer
Director Communications and Earned Media
T +31 (0)6 4663 1563
jeroen.vermeer@tommy.com

EUROPE – MIDDLE EAST – AFRICA

Tommy Hilfiger
Danzigerkade 165
1013 AP Amsterdam
The Netherlands

Alejandra Lopez
Senior Manager Communications and Earned Media
T +31 (0)6 4185 2654
alejandra.lopez@tommy.com

Lyndsey Anderson
Manager Communications and Earned Media
T +31 (0)6 2567 9855
lyndsey.anderson@tommy.com

Declan Echteld
Manager Communications and Earned Media
T +31 (0)6 5015 6774
Declan.Echteld@tommy.com

Rachael Grayer
Manager Communications and Earned Media
T +31 (0)6 50 16 17 42
Rachael.Grayer@tommy.com

THE AMERICAS

Tommy Hilfiger
285 Madison Avenue, Floor 9
New York, NY10017

Alicia Loehle
Public Relations Director
T +1 212 548 1622
alicialoehle@tommy.com

LATIN AMERICA

Tommy Hilfiger
MetroBank Tower, Floor 14
Punta Pacifica, Isaac Hanono Missri St.
Panama City, Panama

Nino Maurelli
Head of Marketing & Communications,
Latin America & the Caribbean
T +507 206 0581
nmaurelli@aswgr.com

Gabriela Arauz
Brand Manager
T +507 206 0555 ext. 3204
garauz@aswgr.com

Ana Cristina Montenegro
PR & Communications Coordinator
T +507 206 0555 ext. 2119
acmontenegro@aswgr.com

ASIA PACIFIC

Tommy Hilfiger
17/F, Two Harbourfront
22 Tak Fung Street
Hungghom, Kowloon
Hong Kong

Lionel Wiedenmann
Senior Director, Marketing, Asia Pacific
T +86 189 3080 6311
Lionel.Wiedenmann@tommy.com

Carrie Lam
Manager, Communications, Asia Pacific
T + 852 2798 4969
CarrieWMLam@tommy.com

AUSTRALIA

Tommy Hilfiger
3-7 McPherson Street
Banksmeadow, NSW 2019

Dianne Taylor
T +61 419 417 591
dianne.taylor@pvhba.com

Sarah Gazal
T +61 439 493 545
Sarah.Gazal@pvhba.com

AUSTRIA

Network PR
Hallerstrasse 76
20146 Hamburg

Jasmin Piubelli
T +49 404 503 060
j.piubelli@network-pr.de

BELGIUM

Unlimited PR
Godefriduskaai 20B
2000 Antwerp

Aline Mourant
T +32 3230 3092
aline@upragency.com

BRAZIL

Tommy Hilfiger
Rua Coronel Luis Barroso, 151 – Santo Amaro
São Paulo – SP, Brazil 04750-030

Marina Kadooka
+55 11 2186- 9000 Ext. 9383
marina.kadooka@inbrands.com.br

Marina Correa
+55 11 2186- 9000 Ext. 9636
Marina.correa@inbrands.com.br

BULGARIA

United Partners
120 Kiril i Metodii Str.
Sofia, Bulgaria

Desislava Boyanova
T +359 887 70 07 98
Desislava.boianova@united-partners.com

CANADA

Tommy Hilfiger
285 Madison Avenue, Floor 9
New York, NY10017

Alicia Loehle
T +1 212 548 1622
alicialoehle@tommy.com

CHINA

Tommy Hilfiger
9/F, No. 555 Anyuan Road,
Jingan District, Shanghai, 200040,
China

Kelly Liu
T +8621 2287 1479
kellyliu@tommy.com

Joyce Gong
T +8621 22871403
JoyceGong@tommy.com

Alina Huang
T +8621 2287 1437
alinahuang@tommy.com

CYPRUS

ACTION
6 Kondilaki Street, 1090
Nicosia, Cyprus

Anna Maria Zachariades
T +357 99486427
Annamaria.z@actionprgroup.com

DENMARK

PRD ApS
Vimmelskafet 41A, 2
DK1161 Copenhagen

Paolo Savi
+45 29 99 01 03
psa@prdagency.com

Katrine Holm
+45 33 89 20 20
kho@prdagency.com

FINLAND

Marsaana Communications Oy
Erottajankatu 9 B 5
00130 Helsinki

Tytti Varila
T +358 925 226 200
tytti@marsaana.com

FRANCE

Tommy Hilfiger France
137 rue du Faubourg Saint-Honoré
75008 Paris

Noémie Dery
T +33 176 537 911
Noemie.Dery@tommy.com

GCC/MIDDLE EAST

Z7 Communications FZLLC
The Loft 3, Entrance A, Office 403
Dubai, United Arab Emirates

Ciara O'Shea
T +971 564 085 733
ciara@z7communications.com

Megha Gopalan
T +971 56 148 3588
megha@z7communications.com

GERMANY

Network PR
Hallerstrasse 76
20146 Hamburg

Anna Kramer
T +49 404 503 060
a.kramer@network-pr.de

GREECE

YES. Positive Communication
208 Kifisias Avenue
152 31 Halandri
Athens

Gina Dragona
T +30 210 253 2686
gdragona@yespositive.com

HONG KONG

Tommy Hilfiger
17/F, Two Harbourfront
22 Tak Fung Street
Hungghom, Kowloon

Carrol Cheng
T +852 22513494
CarrolCheng@tommy.com

INDIA

Tommy Hilfiger
N° 4, Brunton 1st Cross Road
Bangalore 560025

Mandeep Kaur Soodan
T +91 995 830 4420
mandeepkaur.soodan@th-india.com

INDONESIA

Tommy Hilfiger
PT Mitra Adiperkasa TBK
Level 28, Sahid Sudirman Center
Jalan Jendral Sudirman Kav. 86
Jakarta, Pusat 10220
Indonesia

Hammarliandi K
T +62 21 8064 8255 ex 82166
Hammarliandi.K@map.co.id

IRELAND

Burrell Marketing & Publicity
5 Pembroke Lane
Off Pembroke Street
Dublin 2

Niamh Donegan
T +353 1205 7950
niamhd@burrell.ie

ISRAEL

SHALMOR Communication
1 Ben-Gurion St.
2 B.S.R. building
Bnei Brak

Nira Hazam
T +972 5459 77944
nirah@iranigroup.co.il

ITALY

Tommy Hilfiger Italy
Via Podgora 2
20122 Milan

Valentina Villa
T +39 348 6279609
Valentina.Villa@tommy.com

JAPAN

Tommy Hilfiger Japan
16 Floor HIBIYA PARKFRONT
2-1-6 Uchisaiwaicho Chiyoda-ku
Tokyo 100-0011 JAPAN

Naoyuki Nohata
T +813 6633 0906
naoyukinohata@tommy.com

Takumi Nishikata
T +813 6633 0927
takuminishikata@tommy.com

Miyuki Ozawa
T +813 66330807
miyukiozawa@tommy.com

KOREA

Tommy Hilfiger
Hyundai G&F
195 Gangdong-Daero,
Gangdong-Gu
Seoul, Korea, 05402

Soo Choi
T +82 2 6078 2644
soo.choi@hyundaihmall.com

MALAYSIA

Tommy Hilfiger
Level 16 Pavilion Tower
Jalan Raja Chulan
Kuala Lumpur, Malaysia 50200

Zune Eu
T +65 63088930
ZuneEu@tommy.com

MEXICO

Tommy Hilfiger
Boulevard Manuel Ávila Camacho No.5
Torre C, Piso 22,
Col. Fraccionamiento Lomas de Sotelo
Naucalpan de Juárez, Estado de México,
CP. 53390

Georgina Franco Su
T +52 (55) 3000 5295
gfranco@grupoaxo.com

Jesica Aidee Solis Barriga
T +52 55 30 00 5100
asolis@grupoaxo.com

THE NETHERLANDS

Tommy Hilfiger
Danzigerkade 165, Floor 9
1013 AP Amsterdam

Omyra Samadi
T +31 20 709 8934
Omyra.Samadi@tommy.com

NORWAY

PRD ApS
Vimmelskafet 41A, 2
DK1161 Copenhagen

Paolo Savi
T +45 3389 2020
psa@prdagency.com

PHILIPPINES

Tommy Hilfiger
Stores Specialists, Inc.
3rd Floor, Accelerando Bldg.
395 Sen Gil Puyat Ave.
Makati City, Philippines, 1200

Michelle Suarez
T +63 890 1239
MHSuarez@rgoc.com.ph

POLAND

Prêt-à-Porter PR
Al. Ujazdowskie 37/3
00-540 Warsaw

Petra Kosorić-Kielczewska
T +48 228 280 062
petra@pretaporter-pr.com

PORTUGAL

Global Press
Av. António Augusto de Aguiar, 148-6°
1050-021 Lisbon

Marta Espadas
T +351 213 944 026
me@global-press.com

ROMANIA

Pandorra
Str. Putul lui Zamfir, nr 23
Sector 1, Bucharest

Andreea Popa
T +40 729 218 16
Andreea.popa@pandorrrastyle.ro

RUSSIA

PRCo Russia
14 Stoleshnikov Lane
107031 Moscow

Angelina Pasechnik
T +7 495 995 5905
moscowfashion1@prco.com

SINGAPORE

Tommy Hilfiger
491B River Valley Road
14-01 Valley Point
Singapore 248373

Zune Eu
T +65 63088930
ZuneEu@tommy.com

SPAIN

Finally
Conde de Xiquena 4-2°
28004 Madrid

Hugo Aragón
T +34 915 215 028
haragon@finallypress.com

SWEDEN

Ibeyostudio
Kammakargatan 11
111 40 Stockholm

Stina Grape
T +46 737 55 94 54
stina@ibeyostudio.se

SWITZERLAND

Network PR
Hallerstrasse 76
20146 Hamburg

Jasmin Piubelli
T +49 404 503 060
j.piubelli@network-pr.de

TAIWAN

Tommy Hilfiger
4F-6, No. 141, Keelung Road, Section 1
Xinyi District, Taipei 110, Taiwan

Ivy Tam
T +886 2 7718 5088
IvyTam@tommy.com

THAILAND

Tommy Hilfiger
Central Marketing Group
11th Floor, The Offices at CentralWorld,
Rama 1 Road
Pathumwan, Bangkok 10330
Thailand

Usanee Note Jaroonpipatkul
T +6622297000 ext. 7569
usanee.jr@cmg.co.th

TURKEY

Tommy Hilfiger Turkey
Rumelihisari Mah. Yıldırım Oğuz Göker Cad.
Orkide Sok. No:1 Mayadrom Ofis Park
34335 Akatlar / Istanbul

Anita Koncabahar
T +90 2123 714 129
anita.koncabahar@tommy.com

UK

Tommy Hilfiger UK
Linen Hall, 1st Floor
162-168 Regent Street
London, W1B 5TB

Nadia Cropp
T +44 7976 531 295
nadiacropp@pvh.com

VIETNAM

Tommy Hilfiger
Au Chau Fashion & Cosmetics Co., Ltd
6/F Saigon Royal Building
91 Pasteur Street, District 1
Ho Chi Minh City, Vietnam

Ninh Tran
T: +84-28-3827 5333
ninh.trantuan@acfc.com.vn

