

**\*\*\*MEDIA ALERT\*\*\***

## **LEWIS HAMILTON CELEBRATES SPRING 2019 TOMMYXLEWIS COLLABORATIVE COLLECTION LAUNCH IN BERLIN**

**WHAT:** Tommy Hilfiger, which is owned by [PVH Corp.](#) [NYSE: PVH], announces that Lewis Hamilton, five-time FIA Formula One™ World Drivers' Champion and global *TOMMY HILFIGER* men's brand ambassador, celebrated the launch of the Spring 2019 *TommyXLewis* collaborative collection with a one-night-only CREATE X UNITY co-creation event in Berlin. The immersive collaboration space allowed guests to fully personalize and customize the collection and interact with the event space through digital and audio-visual technology.

"It's always really special when our ambassadors infuse personal meaning into our collaborations," said Tommy Hilfiger. "Lewis' creative spirit and passion for bringing unique experiences to fans around the world comes through in every collection, campaign and event we partner on."

Lewis was joined by creative collaborators, influencers, press and fans at *ewerk*, a former techno music club in the Mitte neighborhood, to celebrate the collection's CREATE X UNITY inspiration and the idea that when creative forces unite, anything is possible. Alongside the exterior of the building, an eight-story-high digital projection of Spring 2019 *TommyXLewis* campaign images, films and typography could be seen from as far as the iconic Postdam Platz.

"THxLH CoLab blended the empowering spirit of the Spring 2019 *TommyXLewis* collection and Berlin's creative energy into a unique experience," said Lewis Hamilton. "This season, Tommy and I wanted to inspire people to unite through fashion. I loved meeting and connecting with fans at the THxLH CoLab event, and watching them bring their own CREATE X UNITY inspiration to the room."

Inspired by the Spring 2019 *TommyXLewis* campaign, portraits of guests captured onsite were spliced together and projected as a digital mural on large LED screens across the event space by audio and visual design collective *Pfadfinderei*. Throughout the evening, guests enjoyed a performance by urban dance crew *Flying Steps* and DJ sets by rising talent from the Berlin independent label and artist collective *Live From Earth*, including *Ticklish*, *ACOID*, *MCR-T* and *WOS*. They also had the opportunity to experiment with animated projections and light installations from an interactive VJ booth ran by *Pfadfinderei* located in the center of the collaboration space. Inspired by Lewis Hamilton's own nutrition philosophy, the event was catered by plant-based chef *Liora Bels*, who worked from an open kitchen from which she also shared insights into a vegan diet.

Guests could shop the Spring 2019 *TommyXLewis* collection onsite and personalize their look throughout the evening. This included a signature green T-shirt with the iconic "LH" logo on the front from which all the sales' proceeds were donated to *Karuna Verein*, a Berlin-based charity that supports children and youth in need. "CREATE X UNITY" slogans and logos inspired by the spirit of the collection were hand-inked onto T-shirts. Styles were also printed with personalized logo graphics, each featuring an entirely unique color combination

generated by an innovative printing algorithm. Guests created their own one-of-a-kind *TommyXLewis* styles at the cut-and-sew lab where their designs were stitched together by onsite stylists.

Spring 2019 *TommyXLewis*, the second collaboration between Tommy Hilfiger and Lewis Hamilton, adds a fresh twist to classic sportswear designs with bright pink and purple pop colors, oversized “CREATE X UNITY” graphics, and dip dyed grading inspired by edgy Los Angeles street-style. It features sporty influences, heritage pieces, oversized silhouettes and more sustainable elements such as organic cotton, blending Lewis Hamilton’s fashion-forward vibe with Tommy Hilfiger’s classic American cool DNA in a way that can be styled for everyone. The collection features apparel, footwear, accessories, underwear, swimwear and socks.

Friends and followers of the brand are invited to join the conversation on social media using #TommyXLewis, #TommyHilfiger and @TommyHilfiger.

**WHO:**

**Lewis Hamilton** wore a black monogram T-shirt, black denim jacket and white, blue and purple lace-up sneakers all Spring 2019 *TommyXLewis*.

**Jérôme Boateng** wore a silk blue reversible bomber jacket, black T-shirt with “LH” logo on the front and black chinos all Spring 2019 *TommyXLewis*.

**Lena Gercke** wore an oversized black jacket, a black bandana, a square logo white T-shirt and intarsia hoodie all Spring 2019 *TommyXLewis*.

**Marcus Butler** wore a Tommy Hilfiger X Vetements red hoodie, Fall 2018 Menswear black pants and Fall 2018 *TommyXLewis* red lace-up boots.

**Stefanie Giesinger** wore a Spring 2019 *TommyXLewis* blue hoodie and Spring 2019 Womenswear black leather leggings.

**Ruby O. Fee** wore a customized Fall 2018 *TommyXLewis* white “LOYALTY” T-shirt with white track pants and a yellow button-down shirt both Spring 2019 *TommyXLewis*.

**Jacky Heung** wore a pink track jacket, white T-shirt, and white lace-up sneakers all Spring 2019 *TommyXLewis*, Spring 2019 *TOMMY SPORT* sunglasses and Spring 2019 *TOMMY JEANS* jeans.

**Neels Visser** wore a white sweater, white lace-up sneakers with blue and red ombré track pants all Spring 2019 *TommyXLewis*.

**Carlo Sestini** wore a denim jacket and a white monogram T-shirt both Spring 2019 *TommyXLewis*.

**Pelayo Díaz** wore Spring 2019 Menswear white sneakers with a red bomber jacket, pink shirt and white jeans all Spring 2019 *TommyXLewis*.

**IMAGES:**

newsroom.tommy.com

Photo Credit: Courtesy of Tommy Hilfiger

**WHERE:** Ewerk  
Berlin, Germany

**WHEN:** March 7, 2019

### **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](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](#), [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.