

TOMMY HILFIGER BRINGS SPRING 2018 TOMMYNOW “DRIVE” EXPERIENTIAL RUNWAY EVENT TO MILAN

TOMMYNOW “DRIVE” traveled to Milan with global brand ambassador Gigi Hadid; and men’s and women’s runway looks available across an ecosystem of immediately shoppable channels in over 70 countries.

The fully reinvented Spring 2018 TOMMYNOW experiential event fused fashion with motor racing activations, celebrating Tommy Hilfiger’s partnership with Mercedes-AMG Petronas Motorsport.

AMSTERDAM, THE NETHERLANDS (February 25, 2018) - Tommy Hilfiger, which is owned by [PVH Corp.](#) [NYSE: PVH], announces TOMMYNOW “DRIVE”, a high-energy experiential event built around fashion, innovation and the adrenaline-fueled world of Formula One. Inspired by Tommy Hilfiger’s love of motorsports, the show combined speed and immediacy with a touch of vintage nostalgia.

Spring 2018 TOMMYNOW, the brand’s fourth in-season runway show, took place during Milan Fashion Week on Sunday, February 25, 2018 at 8 p.m. CET at Milano Congressi. Following the success of the first three TOMMYNOW shows, the Spring 2018 event built on Tommy Hilfiger’s signature “See Now, Buy Now” format, and all runway looks were available across an ecosystem of immediately shoppable channels in more than 70 countries.

SPRING 2018 COLLECTION STATEMENT

Ciao, Milano. The TOMMYNOW fashion experience is roaring into town with the greatest hits of our Spring 2018 collection. It’s cool, confident and every look is instantly shoppable.

We pay tribute to Tommy’s longtime love of racing, fusing our American heritage with modern athleticism for him and her. There are unique plays on proportion and shape; unexpected twists on our icons; and graphic interpretations of speed stripes, checkerboard and archival logos.

Our pioneering spirit is ignited by our partnership with Formula One World Champions Mercedes-AMG Petronas Motorsport, pushing the boundaries of immersive experiences while remaining accessible to all with the TOMMYNOW SNAP app. Let’s go.

COLLECTIONS

TOMMYNOW “DRIVE” marked the global launch of the Spring 2018 *TommyXGigi* capsule collection. International supermodel Gigi Hadid is the global brand ambassador for *TOMMY HILFIGER* womenswear, including apparel, footwear, accessories, sunglasses, watches, and fragrance. The *TommyXGigi* collaborative collection celebrates speed – from Tommy’s love of motorsports to Gigi’s fast-paced lifestyle.

Following the success of the Fall 2017 TOMMYNOW event, the brand continues to democratize the runway and showcase looks from both *HILFIGER COLLECTION* men’s and women’s.

TOMMYNOW “DRIVE”

Over 2,000 guests, including consumers, press, buyers, VIPs and industry influencers, were invited to enjoy inspiring, unexpected fashion experiences. Guests were immersed into the high-energy world of TOMMYNOW “DRIVE” through a futuristic, high-octane tunnel and portrait station surrounded by real-life sounds of Formula One racing, courtesy of Bose speakers, and speeding LED light installations. They experienced the thrill of motor racing at the FI Race Simulator and FI Pitstop Challenge, both courtesy of Mercedes-AMG Petronas Motorsport.

DIGITAL INNOVATION

Tommy Hilfiger was recently recognized as one of the Top 3 most innovative companies in Style by *Fast Company* as part of its annual signature issue. This recognition was received because of the brand's unique TOMMYNOW “See Now, Buy Now” approach, giving nod to the world-first digital and commerce innovations that *TOMMY HILFIGER* has launched through the platform.

TOMMYNOW continues to act as an incubator for innovation where new technology is tested, evolved and integrated into the Tommy Hilfiger business. This season, the TOMMYNOW “Behind the Drive” experience, produced with parallax effects, added an additional immersive digital storytelling layer onsite. By scanning QR codes placed across the transformed Milano Congressi, guests were brought into the world of TOMMYNOW. Exclusive photo and video content included the evolution of the Spring 2018 *TommyXGigi* collaborative capsule and the process of developing a Formula One Mercedes-AMG Petronas Motorsport racing car.

This season, TOMMYNOW SNAP continues to use 2D and 3D image recognition technology that allows app users to take a photo of any item in-store, in an ad, on the runway (live or online), or on the street and shop it instantly through *tommy.com*. For Spring 2018, the app opens up the world of fashion, collection design, craftsmanship and passion with TOMMYNOW “Behind the Drive.” Upon recognizing a Spring 2018 *TommyXGigi* or *HILFIGER COLLECTION* men’s or women’s style, the TOMMYNOW SNAP app presents behind-the-scenes footage of the item’s design process for an enriched shopping and brand experience outside of the TOMMYNOW runway event. Additional video content includes the evolution of the Spring 2018 *TommyXGigi* collaborative capsule and a social media feed of celebrities wearing their favorite collection pieces.

This season, Artificial-Intelligence-powered TMY.BOY and TMY.GRL chatbots on Facebook Messenger will provide celebrity styling advice through video content of influencers at TOMMYNOW “DRIVE” sharing their favorite Spring 2018 *TOMMY HILFIGER* collection looks.

MODELS

The show was opened by international supermodel Gigi Hadid and featured top models including Bella Hadid, Anwar Hadid, Lucky Blue Smith, Winnie Harlow, Hailey Baldwin, Christian ‘King’ Combs, Cordell Broadus, Audrey Hilfiger, Julian Ocleppo, Hannah Ferguson, Joan Smalls, Sora Choi, and Josephine Skriver.

FRONT ROW GUESTS

Front row guests included Tommy’s wife, Dee Hilfiger, Lewis Hamilton, Shawn Yue, Eva Herzigová, Bar Refaeli, Olivia Palermo, Johannes Huebl, Toto Wolff, Ruby Rose, Pyper America Smith, Gabriel-Kane Day-Lewis, Tina Kunakey, Cameron Dallas, Anaïs Gallagher, Riccardo Scamarcio, Eva Riccobono, Miriam Leone, Matilde Gioli, Matilda Lutz, Pietro Boselli, Bebe Vio, Michaela DePrince, Sody, Sabrina Carpenter, Inna, Ghali, Veronica Ferraro, Eleonora Carisi, Linda Tol, Caro Daur, Nina Suess, Luka Sabbat, Sarah Snyder, Negin Mirsalehi, Valentina Ferragni, Erika Boldrin, Eleanor Calder, Shea Marie, Caroline Vreeland, Jordan Barrett, Cindy Kimberley, Neels Visser, Pelayo Diaz, Aida Domenech, Sara Escudero, Marc Forné, Sabrina Sato, Manu Gavassi, Thássia Naves, Camila Coutinho, Jasmine Sanders, Andrea Iannone, Belen Rodriguez, Polina Gagarina, Dean and Dan Caten, and Anna Dello Russo.

#TOMMYNOW
#TommyXGigi
#WhatsYourDrive

Instagram: @TommyHilfiger
Snapchat: TommyHilfiger

Twitter: @TommyHilfiger
Facebook: Tommy Hilfiger
YouTube: Tommy Hilfiger

Date: Sunday, February 25, 2018 at 8 p.m. CET
Location: TOMMYNOW “DRIVE”, Milano Congressi

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

###

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 35,000 associates operating in over 40 countries and over \$8 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.

*The *Speedo* brand is licensed for North America and the Caribbean in perpetuity from Speedo International Limited.