

TOMMY HILFIGER BRINGS FALL 2017 TOMMYNOW “ROCKCIRCUS” EXPERIENTIAL RUNWAY EVENT TO LONDON

The “ROCKCIRCUS” event brought the TOMMYNOW “See Now, Buy Now” runway show to London, with global brand ambassadors Gigi Hadid and The Chainsmokers.

Combining looks from the brand’s men’s and women’s collections, the entire runway was immediately shoppable through retail, wholesale, e-commerce and innovative commercial channels such as augmented reality, chatbots, and image recognition.

AMSTERDAM, THE NETHERLANDS (September 19, 2017) - Tommy Hilfiger, which is owned by [PVH Corp.](#) [NYSE: PVH], announces TOMMYNOW “ROCKCIRCUS”, a high-energy experiential runway show built around fashion, music and entertainment. Inspired by Tommy Hilfiger’s longtime love of rock-and-roll, the show combined a touch of glamour and nostalgia with a fresh, edgy new attitude. Fall 2017 TOMMYNOW, the brand’s third in-season runway show, closed London Fashion Week on Tuesday, September 19, 2017 at 7:00 p.m. BST at the Roundhouse, an iconic concert venue at the center of London’s rock history. Following the success of the first two TOMMYNOW shows, the Fall 2017 event built on TOMMY HILFIGER’s signature “See Now, Buy Now” format. For the first time, TOMMYNOW included both men’s and women’s collections, in addition to the third TommyXGigi collaborative capsule, and all runway looks were available across an ecosystem of immediately shoppable channels in more than 70 countries.

FALL 2017 COLLECTION STATEMENT

Hello, London. This season, Tommy Hilfiger takes the groundbreaking TOMMYNOW fashion experience global, presenting TOMMY HILFIGER, TOMMYXGIGI, HILFIGER COLLECTION and HILFIGER EDITION together on one epic stage.

Fall 2017 is a rebellious take on ‘90s heritage. It’s our vision of modern Americana where youth culture and grunge meet prep. Think tradition with a street style twist, statement-making tartans, unexpected proportions and salutes to athletic and skate.

We continue to break the old-school rules of the runway, giving instant access to our new collections with cutting-edge digital technology, including the new TOMMYNOW SNAP app powered with augmented reality.

Welcome to the ROCKCIRCUS.

COLLECTIONS

TOMMYNOW “ROCKCIRCUS” marked the global launch of the Fall 2017 TommyXGigi capsule collection. Gigi Hadid is the global brand ambassador for TOMMY HILFIGER women’s, including apparel, footwear, accessories, sunglasses, watches and fragrance. The TommyXGigi collection blends a rebellious attitude with a feminine twist, combining Gigi’s unique effortless style with Tommy’s love of rock-and-roll.

For the first time, TOMMYNOW combined both men’s and women’s collections, featuring looks from HILFIGER COLLECTION, the pinnacle of the women’s product offering, and HILFIGER EDITION, which pays homage to Tommy Hilfiger’s storied menswear heritage.

ROCKCIRCUS

Over 2,000 guests, including consumers, press, buyers, VIPs and industry influencers, were invited to enjoy inspiring, unexpected fashion experiences. Guests shopped the runway at the ROCKCIRCUS Pop-up, browsed exclusive one night only TOMMYNOW concert merchandise, and discovered TOMMY HILFIGER classics at True Vintage. They also had the opportunity to customize their favorite items at the TommyXYou Lab and purchase Tommy's favorite music at ROCKCIRCUS Records.

The runway finale morphed into a modern circus act with athletic aerial performances by NoFit State, the U.K.'s leading contemporary circus company. The eclectic troop gave a new definition to "ROCKCIRCUS" before The Chainsmokers took the stage for an exclusive performance to celebrate the launch of their global ambassadorship for TOMMY HILFIGER men's.

DIGITAL COMMERCE

The TOMMYNOW platform continues to act as an innovation incubator, where new technology is tested, improved and integrated into the Tommy Hilfiger business. For September 2017, TOMMY HILFIGER became the first fashion brand to take the catwalk outside of the TOMMYNOW runway show through Augmented Reality (AR), developed in partnership with creative digital production company MediaMonks. Using the 3D image recognition commerce app TOMMYNOW SNAP, consumers can take the runway shopping experience to new dimensions by curating and watching a private AR runway show of key looks from the Fall 2017 collections, and directly shop their favorites on tommy.com. The app, which launched in Spring 2017 in partnership with top visual search technology company Slyce, has evolved to further include all global TOMMY HILFIGER collections. This integrated e-commerce platform is available in the iTunes Store to consumers in the U.S., U.K., Germany, Switzerland, France, the Netherlands, Belgium, Spain, Italy, Russia, Sweden and Denmark.

The Fall 2017 collections are available to purchase through the brand's global wholesale network and own retail channels, tommy.com, social media content, shoppable livestream and chatbots. In Fall 2016, TOMMY HILFIGER became the first brand to launch an A.I. conversational-commerce TMY.GRL chatbot for Facebook Messenger, in partnership with msg.ai. For Spring 2017, TMY.GRL evolved into a one-of-a-kind A.I.-powered personal stylist experience making the consumer journey even more personalized. New this season is TMY.BOY, which creates look recommendations for HILFIGER EDITION based on consumer preference and event occasion.

MODELS

The show was opened by international supermodel Gigi Hadid and featured top models including Bella Hadid, Anwar Hadid, Devon Windsor, Hailey Baldwin, Joan Smalls, Sara Sampaio, Jourdan Dunn, Georgia May Jagger, Lucky Blue Smith and Presley Gerber.

FRONT ROW GUESTS

Front row guests included Tommy's wife, Dee Hilfiger, Lewis Hamilton, Neymar, Cameron Dallas, Jasmine Sanders, Lara Stone, Poppy Delevingne, Lottie Moss, Brandon Thomas Lee, Pyper America, Gabriel-Kane Day-Lewis, Thylane Blondeau, Rafferty Law, Tina Kunakey, Daisy Lowe, Arizona Muse, Tigerlily Taylor, Amber Le Bon, Yasmin Le Bon, Coco König, Lulu Gainsbourg, Sam Rollinson, Claude Simonon, Paul Simonon, Justine Skye, Lady Amelia Windsor, Pixie Geldof, Hermione Corfield, Selah Marley, Sody, and Luke Treadaway.

#TOMMYNOW

#TommyXGigi

#TommyXTheChainsmokers

Instagram: @TommyHilfiger

Snapchat: TommyHilfiger

Twitter: @TommyHilfiger

Facebook: Tommy Hilfiger

YouTube: Tommy Hilfiger

Date: Tuesday, September 19, 7:00 p.m. BST

Location: ROCKCIRCUS, The Roundhouse, London

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About Tommy Hilfiger

With a brand portfolio that includes *TOMMY HILFIGER* and *HILFIGER DENIM*, 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, athletic apparel (golf and swim), socks, small leather goods, home goods and luggage. The *HILFIGER DENIM* product line consists of jeanswear and footwear for men and women, accessories, and fragrance. Merchandise under the *TOMMY HILFIGER* and *HILFIGER DENIM* brands is available to consumers worldwide through an extensive network of *TOMMY HILFIGER* and *HILFIGER DENIM* 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](#), [Olga](#) and [True&Co.](#) brands, and market a variety of goods under these and other nationally and internationally known owned and licensed brands.

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