

**TOMMY HILFIGER LAUNCHES “TWITTER HALO” AT SPRING 2016 FASHION SHOW**

*In addition to the exclusive global launch of ‘Twitter Halo,’ the ‘Hilfiger Collection’ Spring 2016 runway show featured a comprehensive digital strategy that included initiatives on Instagram, Periscope, Snapchat and Facebook.*

**NEW YORK, NEW YORK (September 17, 2015)** – Tommy Hilfiger, which is owned by PVH Corp. [NYSE: PVH], is pleased to announce it hosted the worldwide launch of Twitter, Inc.’s new “Twitter Halo” at the *Hilfiger Collection* Spring 2016 fashion show, on Monday, September 14, in New York City. The multi-camera device was set-up backstage where it captured 360-degree videos of over 60 models, celebrities, influencers, media and bloggers who attended the fashion show, in addition to Mr. Hilfiger himself.

The unique videos – which were staged on a set that reflected the Spring 2016 season’s “Island Life” theme – were shared in real-time on the *Tommy Hilfiger* Twitter feed and tagged with #TommySpring16, #TwitterHALO and the handle of the individual featured in the film. Within 48 hours of the show, the “Twitter Halo” videos garnered nearly 3,000 mentions and generated over 100 million Twitter impressions.

Guests lined up to have their own “Halo” videos made, including “it girls” **Suki** and **Immy Waterhouse**; models **Behati Prinsloo**, **Gigi Hadid**, **Lizzy Jagger**, **Irene Kim**, **Jasmine Tookes**, **Ai Li** and **Amber LeBon**; American singer and actor **Joe Jonas**; German model **Johannes Huebl**; Latin pop star **Thalia**; Filipina fashion stylist and editor **Liz Uy**; and Taiwanese actress **Chen Yan Xi**. Most re-tweeted the unique 360-videos to their own Twitter following – including Hadid, Jonas and Prinsloo – and Jack Dorsey, co-founder of Twitter, re-tweeted the *Tommy Hilfiger* Halo video to celebrate the launch of the innovative technology.

Additionally, an array of renowned international bloggers and influencers created their own bespoke “Halo” films, including **Tamu McPherson** – who also took over the *Tommy Hilfiger* Periscope channel for the day – Margaret Zhang, Tina Leung, Annabelle Fleur, Cara McLeay, Celine Aagaard, Camila Coelho, Helena Bordon, Michelle Salas, Lena Lademann, Tanja Trutschnig, Nicole Putz and Lisa Banholzer.

“We are passionate about finding innovative ways to fuse fashion and digital technology,” said Avery Baker, Chief Brand and Marketing Officer for Tommy Hilfiger. “Launching ‘Twitter Halo’ at our Spring 2016 show created an exciting, energizing experience for our brand and our followers. We’ve seen engagement and new-follower growth spike from these posts, underscoring the strong success of our continued partnership with Twitter.”

Twitter’s launch of this new technology at the *Tommy Hilfiger* runway show builds upon the pioneering spirit the two companies share. Past collaborations have included the “Twitter Mirror” at the Fall 2015 *Hilfiger Collection* runway show, and the hugely popular “Vine 360 Booth,” which was backstage at the brand’s Spring 2015 fashion show. The introduction of “Twitter Halo” during NYFW reflects Tommy Hilfiger’s drive to elevate the *Tommy Hilfiger* brand through the power of digital technology.

Additional results and highlights from the *Tommy Hilfiger* Spring 2016 digital program include:

**Total Impressions**

- Total impressions to date have reached over 805 million, achieving a more than 30% increase versus last season; these results were driven by an increase in posting and engagement from

celebrities, bloggers, influencers and media.

#### *Trending Topics & Curated Feeds*

- For the second time in a month, a *Tommy Hilfiger* event was trending simultaneously on both Instagram and Twitter; the first event was the #TommyxNadal launch on August 25, followed by the #TommySpring16 runway show on September 14.
  - Instagram: #TommySpring16 and #TommyHilfiger trended nationwide shortly after the show.
  - Twitter: #TommySpring16 trended in NYC and the U.S. shortly after the show
- Google Trends reported that on September 14, Tommy Hilfiger was the most-searched #NYFW designer brand on Google.

#### *Audience Engagement*

- This season saw an increase in interest from influencers, media and consumers on social media. Excluding the impact of the brand's own posts, impressions generated by the broader social media community grew by 15% on Instagram and nearly doubled on Twitter over last season.
- In Asia Pacific, a high-growth potential region for the brand, total impressions grew by 30% and engagement increased by 8% over last season on Instagram and Facebook across the region, and Weibo and WeChat in China.

This season, the Tommy Hilfiger digital strategy included activities on a range of popular social media platforms:

#### *Instagram*

Every day the brand connects with fans around the world through curated photos and videos that express its unique heritage and twist on classic American cool style. This season, a selection of #TommySpring16 posts were included in Instagram's first ever "Best of Fashion Week" feed.

#### *Periscope*

Viewers received a live, unfiltered behind-the-scenes look into backstage moments at the *Hilfiger Collection Spring 2016* fashion show. Periscope provided followers with unique footage they otherwise would not see through the show's standard live stream.

#### *Snapchat*

Snapchat debuted their "New York Fashion Week Live Story" with several Snaps from the Spring 2016 *Hilfiger Collection* show. Millions of Snapchatters around the world had a 360-degree view of the show – from the models getting ready, to an interview with Tommy Hilfiger, to the show itself.

#### *Facebook*

The *Tommy Hilfiger* Facebook page is the brand's largest social media hub and a one-stop shop showcasing its latest original content.

#### **#TommySpring16**

**Twitter:** @TommyHilfiger

**Instagram:** @TommyHilfiger

**Facebook:** Tommy Hilfiger

**Photo & Video:** <http://runwaynewsroom.tommy.com/en-US/Spring-2016-Women/-Photos/-Digital>

**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](http://tommy.com).

**About PVH**

PVH Corp., one of the world's largest apparel companies, owns and markets the iconic *Calvin Klein* and *Tommy Hilfiger* brands worldwide. It is the world's largest shirt and neckwear company and markets a variety of goods under its own brands, *Van Heusen*, *Calvin Klein*, *Tommy Hilfiger*, *IZOD*, *ARROW*, *Warner's* and *Olga*, and its licensed brands, including *Speedo*, *Geoffrey Beene*, *Kenneth Cole New York*, *Kenneth Cole Reaction*, *MICHAEL Michael Kors*, *Sean John*, *Chaps*, and *Ike Behar*.