

**HILFIGER EDITION FALL 2016 PRESENTATION
AT NEW YORK FASHION WEEK: MEN'S**

NEW YORK, NEW YORK (February 3, 2016) – Tommy Hilfiger, which is owned by PVH Corp. [NYSE: PVH], announces that Mr. Tommy Hilfiger presented his Fall 2016 *Hilfiger Edition* collection on February 3, 2016, at Cedar Lake in Manhattan during New York Fashion Week: Men's.

What is an icon? This season Tommy Hilfiger explores the concept as he presents *Hilfiger Edition*, a carefully considered and thoughtfully reimagined collection of indispensable menswear classics. We look to our own 30-year history and Tommy's most signature pieces to deliver the fundamental building blocks of a modern wardrobe. Through his well-honed lens, familiar heritage styles feel necessary, youthful and ready for right now.

There are covetable coats from the Crombie to the puffer and thickly cabled fisherman sweaters. Suiting and pajamas are luxurious in a glen plaid or graphic chalk stripes, and the rugby is a playful patchwork. Trousers are cut slouchy and denim is selvedge. Accessories and footwear are the ultimate essentials. All offer the rich detailing that is signature to our brand DNA.

At its foundation, colors are traditional, fabrications are both time-honored and technical, while silhouettes have a genuine sense of ease that is so in keeping with today's versatile needs. "We looked at each garment from every angle," noted Tommy, "giving a sense of newness without ever losing sight of what made them special in the first place."

Fall 2016 puts a confident spotlight on Tommy's favorite icons for an edited collection of elevated American clothing with a modern global eye.

About *Hilfiger Edition*

"Our *Hilfiger Edition* collection celebrates the best of American menswear classics, revisited with a sporty, luxe twist," said Tommy Hilfiger. "We're embracing a new appreciation for authenticity in men's fashion – it's about ordinary, everyday essentials redone in an elevated way. We proudly supported the inaugural season of NYFW: Men's back in July, and we're excited to be back for Fall 2016 to share our interpretation of original and relevant men's fashion today."

Hilfiger Edition is a collection of all-American style essentials curated from the extensive world of Tommy Hilfiger men's. *Hilfiger Edition* celebrates the brand's heritage pieces and iconic style staples in a relevant, luxurious way with new proportions and updated silhouettes. A fresh perspective on dressing in the modern age, these fundamentals are the ultimate building blocks of a contemporary wardrobe. Each piece is revisited with luxe finishes and signature details in stitching, buttons, trims and piping, which give every style a sophisticated, effortless edge that's uniquely Tommy.

VIP Guests & Dressing Notes

Guests included actors Neil Patrick Harris and David Burtka; model Johannes Huebl; and athletes Victor Cruz, Eric Decker and Matt Harvey.

Harris wore a navy single-breasted, notch lapel suit with a gray cashmere cardigan, a blue chambray dress shirt and a blue knit tie. Burtka wore a bright blue single-breasted, peak lapel suit with a navy patterned dress shirt, a textured blue tie and brown leather double monk strap shoes.

New York Giants' wide receiver Cruz wore a *THFLEX Rafael Nadal Edition* navy double-breasted, peak lapel suit with a black turtleneck, black and white patterned silk pocket square, and black leather

Chelsea boots. New York Jets' wide receiver Decker wore a navy shadow check single-breasted, notch lapel suit with a light blue dress shirt, a silk tie with red, white and blue stripes, and black leather wingtip brogues. New York Mets' pitcher Harvey wore a navy and black textured double-breasted blazer with peak lapels, a black and white striped dress shirt, a black silk tie, black trousers, and black cap toe leather dress shoes. All looks are from the *Tommy Hilfiger Tailored* collection.

@love.watts Artist Collaboration

Renowned Instagram curator Jordan "Watts" Watson of @love.watts celebrated Mr. Hilfiger's men's presentation through a bespoke artist collaboration with fine artist Austyn Weiner. Weiner created three original works that featured looks from the Fall 2016 *Hilfiger Edition* collection, reimagined with her signature explosive color palette and graphic surrealist influences. Representing the millennial generation's approach to art in the modern world, @love.watts uses the app as a channel to spread artistic ideas and promote emerging artists to his over 610,000 followers worldwide, including Gigi Hadid, Rihanna, Calvin Harris, Katy Perry, Zac Efron, Joe Jonas and Candice Swanepoel.

"At the crux of it all is the question of 'What's next for the fashion industry?'" said Jordan Watson. "It's an honor to work with Tommy Hilfiger, a designer tackling this question head-on by connecting with emerging artists to amplify his creative message. Austyn Weiner's paintings, her color combinations and photographic manipulations are what's next, and this fantastic collaboration is in step with this exciting new direction for the fashion industry."

Weiner is an American-born artist whose practice includes photography, paint, and the deconstruction and fusion of these mediums. Having recently moved her studio from New York to Los Angeles, she has created a new body of work that focuses on the expansive idea of self, mass, movement, form, and color.

#TommyFall16

Instagram: @TommyHilfiger

Twitter: @TommyHilfiger

Facebook: Tommy Hilfiger

Date: Wednesday, February 3, 1:00 – 3:00 p.m. EST

Location: Cedar Lake, 547 W 26th St, New York

Photo & Video: <http://runwaynewsroom.tommy.com>

Editorial Credit: *Hilfiger Edition*

###

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

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* and *Chaps*.