

*****MEDIA ALERT*****

**ZENDAYA CELEBRATES SPRING 2019 TOMMYXZENDAYA
COLLABORATIVE COLLECTION AT TOMMY HILFIGER
FLAGSHIP STORE IN LONDON**

WHAT: Tommy Hilfiger, which is owned by [PVH Corp.](#) [NYSE: PVH], announces that Zendaya presented the Spring 2019 *TommyXZendaya* collection co-designed with Tommy Hilfiger during a dedicated event held at the *TOMMY HILFIGER* Regent Street Flagship attended by influencers, press and her biggest fans in London.

The event celebrated the idea of making opportunities possible through fashion. Zendaya, global *TOMMY HILFIGER* brand ambassador, was joined by Caroline Issa, Chief Executive and Fashion Director of *Tank* and Editor of online magazine *Because*, and Leomie Anderson, model and designer, to discuss how she embraced this idea in her partnership with Tommy Hilfiger.

“Everything that I do must have a greater purpose to it, allowing others to stand on this platform that I am lucky to have been given,” said Zendaya. “Through this *TommyXZendaya* collaboration I wanted to celebrate iconic women of the ‘70s who opened so many doors for us today, and the effortless glamor of that era. Each style is designed for women to feel empowered and to enable them to style it in ways that feel authentic to who they are.”

Spring 2019 *TommyXZendaya* is a celebration of strong, iconic women of 70s American pop culture, as well as the 1973 Battle of Versailles fashion show and the powerful statement made by the American models who took to the catwalk. The collections embraces the nostalgia of the past while looking ahead to the future, fusing Zendaya’s unique and confident sense of style with the brand’s classic American cool DNA.

Guests could shop the Spring 2019 *TommyXZendaya* collaborative collection that launched the previous evening at the “*TOMMYNOW Presents TommyXZendaya*” runway event in Paris. They were gifted personalized zodiac posters in celebration of the hand-drawn prints that form a cornerstone of positivity across the collection. A ‘70s-inspired photobooth allowed guests to create unique *TommyXZendaya* content.

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

WHO: **Zendaya** wore a long sleeve cabernet polo body with a white collar, and high-waist crème bootcut pants, all Spring 2019 *TommyXZendaya*.

Leomie Anderson wore a tailored check waistcoat, a Zodiac-print T-shirt and high-waist bootcut pants, all Spring 2019 *TommyXZendaya*.

Caroline Issa wore an all-over hand-drawn zodiac-print trench coat, a Zodiac-print T-shirt and high-waist loose pants, all Spring 2019 *TommyXZendaya*.

Sofia Kuprienko (The Bloom Twins) wore Spring 2019 *HILFIGER COLLECTION* '70s flare pants with taping on the leg seam, with Spring 2019 *TommyXZendaya* denim blazer and denim waistcoat.

Anna Kuprienko (The Bloom Twins) wore Spring 2019 *HILFIGER COLLECTION* checkered '70s flare stripe pants, with Spring 2019 *TommyXZendaya* denim blazer and denim waistcoat.

IMAGES: newsroom.tommy.com

Photo Credit: Courtesy of Tommy Hilfiger

WHERE: TOMMY HILFIGER Flagship
Regent Street
London, U.K.

WHEN: March 3, 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.

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.