

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

**ZENDAYA CELEBRATES SPRING 2019 TOMMYXZENDAYA
COLLABORATIVE COLLECTION AT GALERIES LAFAYETTE AHEAD OF
TOMMYNOW RUNWAY EVENT IN PARIS**

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 at a dedicated event held in partnership with Galeries Lafayette and attended by influencers, press and her biggest fans in Paris.

The event celebrated the idea of making opportunities possible through fashion. Zendaya, global *TOMMY HILFIGER* brand ambassador, was joined by Eva G  r  ldine Fontanelli, fashion editor and stylist, to discuss how she embraced this idea in her partnership with Tommy Hilfiger.

“I was inspired by an era when there was this fashion freedom, where everything was effortless and you could wear whatever you wanted,” said Zendaya. “With this *TommyXZendaya* collaboration, I wanted to pay homage to these iconic women of the 70s who paved the way for the new generation, empowering me to use my own platform to make opportunities possible for others.”

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 collection 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.

Galeries Lafayette holds the exclusive global launch of Spring 2019 *TommyXZendaya*, and guests were able to shop a selection of styles before the collection’s premiere at the TOMMYNOW runway event that same evening in Paris.

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

WHO: **Zendaya** wore an all-over hand-drawn zodiac-print satin dress with burgundy trench coat and burgundy knee-high boots, all Spring 2019 *TommyXZendaya*.

Eva G  r  ldine Fontanelli wore an all-over hand-drawn zodiac-print trench coat, a metallic striped skirt and striped multicolored knitted jumper, and gold strappy sandals, all Spring 2019 *TommyXZendaya*.

IMAGES: [newsroom.tommy.com](#)

Photo Credit: Courtesy of Tommy Hilfiger

WHERE: *TOMMY HILFIGER* shop-in-shop
Galeries Lafayette

Paris, France

WHEN: March 2, 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.