

TOMMY HILFIGER BRINGS THE SPRING 2019 TOMMYNOW “SEE NOW, BUY NOW” RUNWAY EVENT TO PARIS

Tommy Hilfiger traveled to Paris with American actress and global brand ambassador, Zendaya, to celebrate their collaboration inspired by ‘70s icons and the 1973 Battle of Versailles fashion show.

The experiential event celebrated inclusivity in fashion, with women’s runway looks available across an ecosystem of immediately shoppable channels in over 70 countries.

AMSTERDAM, THE NETHERLANDS (March 2, 2019) - Tommy Hilfiger, which is owned by [PVH Corp.](#) [NYSE: PVH], announces the Spring 2019 TOMMYNOW experiential runway event featuring the *TommyXZendaya* collaborative collection. The show celebrated and honored 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 in-season TOMMYNOW runway show continues to bring the brand’s spirit to life with consumers globally. Since Fall 2016, the show has traveled to cities across North America, Europe and Asia, and every stop continues to infuse *TOMMY HILFIGER* with the youthful and optimistic energy of local audiences. “TOMMYNOW Presents *TommyXZendaya*” took place on Saturday, March 2, 2019 at 9 p.m. CET, showcasing the Spring 2019 *TommyXZendaya* collaborative collection at the Théâtre des Champs-Élysées. The event built on the success of Tommy Hilfiger’s signature “See Now, Buy Now” format, and runway looks were immediately available across an ecosystem of shoppable channels in more than 70 countries.

COLLECTION STATEMENT

AMERICANS IN PARIS

This season TOMMYNOW descends upon the City of Light to debut *TommyXZendaya*, the first collaborative collection between Tommy Hilfiger and Zendaya, our global women’s brand ambassador. We were inspired by the historic 1973 Battle of Versailles, where a new generation of supermodels brought American sportswear to the European runway with unprecedented charm and charisma.

Hand-drawn zodiac prints form a cornerstone of positivity alongside precisely tailored suiting that delivers a vibrant and sartorial twist on menswear. Sweaters and dresses exude confidence, while luxurious leathers and sexy denim silhouettes allow femininity to take center stage.

Spring 2019 celebrates the optimism and power of today’s modern woman, while paying homage to icons of the ‘70s and the era’s free-spirited culture that inspired Tommy to open his first store, People’s Place.

THE CAST

To bring to life the Battle of Versailles inspiration, an emblematic cast brought together iconic supermodels who revolutionized the fashion world across more than four decades.

Fashion muse, ‘70s disco queen, Parisian nightlife icon, and ‘80s pop star **Grace Jones** closed the show. She was joined by **Pat Cleveland**, the world’s first black supermodel who also walked the original 1973 Battle of Versailles runway, **Beverly Johnson**, the first African-American supermodel to appear on the cover of *U.S. Vogue*, as well as supermodel and actress **Beverly Peele**, who has featured on over 250 fashion magazine covers. **Veronica Webb**, the first African American to sign a major cosmetics contract with Revlon, also took to the catwalk, in addition to ‘90s supermodels **Debra Shaw** and **Chrystèle Saint Louis Augustin**, and supermodel and *Vogue* cover star **Brandi Quinones**.

The groundbreaking supermodels were joined by world-renowned talent of today, including **Jourdan Dunn** and **Winnie Harlow** who, between them, have been part of Tommy Hilfiger's shows and brand story for nearly ten years. A new wave of models also took to the TOMMYNOW catwalk, including **Anita Marshall**, **Thais Borges** and **Carissa Pinkston**.

TOMMYNOW PRESENTS TOMMYXZENDAYA

Over 1,350 guests, including press, buyers, VIPs, industry influencers and Parisian consumers, were invited to enjoy inspiring and unexpected fashion experiences. As guests entered the Théâtre des Champs-Élysées they stepped back in time to a '70s disco, with unexpected retro arcade games including Pac-Man and Space Invaders spread across the venue. At the pop-up store, fans shopped zodiac-inspired designs from the Spring 2019 *TommyXZendaya* collaborative collection. '70s club music led audiences into the main hall, where over 70 roller skaters took over the illuminated disco dancefloor-inspired runway for a dynamic performance that brought the show into full swing. Iconic supermodels from the '70s, '80s and '90s then took to the catwalk, fully immersing consumers watching from the stage-side standing areas into the world of *TommyXZendaya*.

INNOVATIVE PARTNERSHIPS

Tommy Hilfiger continues to partner with innovative companies to create inspiring activations. This season, the brand collaborated with Unfold, an app that empowers users to create and share elevated stories for social media with its distinctive, design-driven templates and text tools. Starting February 27th, 15 TOMMY HILFIGER-branded templates were made available for fans around the world on Unfold so they can add a twist to their stories. To mark this collaboration, Unfold Co-Founders Alfonso Cobo and Andy McCune took over the TOMMY HILFIGER Instagram Stories for the runway show, capturing moments from backstage to front row.

The TOMMYNOW SNAP app continues to use 2D and 3D image recognition technology to allow users to snap photos of models walking the runway, products in store, ad placements or editorial shots, and shop styles directly through *tommy.com*. It opens up the world of TOMMY HILFIGER through social media, with TOMMYNOW SNAP app users able to "Share on Snapchat" their favorite Spring 2019 *TommyXZendaya* styles. The VIP section includes new campaign looks, video content and a recording of the TOMMYNOW runway show.

FRONT ROW GUESTS

Front row guests included Tommy Hilfiger's wife, Dee Hilfiger, Audrey Hilfiger, Ally Hilfiger, Lewis Hamilton, Maggie Jiang, Chanyeol Park, Yara Shahidi, Carine Roitfeld, La La Anthony, Tyra Banks, Heron Preston, Bethann Hardison, Kollin Carter, Sabrina Dhowre, Olivia Palermo, Johannes Huebl, Asia Jackson, Janelle Monáe, Gigi Hadid, Lucas Jagger, Emma Thynn Viscountess Weymouth, Thylane Blondeau, Tina Kunakey, Charlotte Le Bon, Benedetta Porcaroli, Bebe Vio and Sveva Alviti.

#TOMMYNOW
#TommyXZendaya
#TommyHilfiger

Instagram: @TommyHilfiger
Snapchat: TommyHilfiger
Twitter: @TommyHilfiger
Facebook: Tommy Hilfiger
YouTube: Tommy Hilfiger

Date: Saturday, March 2, 2019 at 9 p.m. CET

Location: "TOMMYNOW Presents *TommyXZendaya*", Théâtre des Champs-Élysées, Paris, France

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

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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.