

**TOMMY HILFIGER TAKES TOMMYNOW TO LONDON  
WITH LEWIS HAMILTON AND H.E.R.  
FOR A CELEBRATION OF SUSTAINABILITY, INCLUSIVITY AND DIVERSITY**

*The fourth TommyXLewis collaborative collection and first ever TommyXLewisXH.E.R. co-created capsule premiered at London Fashion Week.*

- ☐ Tommy Hilfiger and Lewis Hamilton premiered the fourth *TommyXLewis* collaborative collection.
- ☐ The TOMMYNOW Spring 2020 runway experience took place at London's Tate Modern in The Tanks on February 16, 2020.
- ☐ In a surprise twist, Grammy award-winning singer and songwriter, H.E.R., infused her authentic touch into 12 *TommyXLewisXH.E.R.* statement pieces.
- ☐ Inspired by the theme of loyalty, the Spring 2020 collections remained loyal to the brand's belief that meaningful progress in sustainability, inclusivity and diversity is best made through impactful partnerships.
- ☐ Runway looks were immediately available across an ecosystem of shoppable channels globally.
- ☐ #TOMMYNOW, #TommyXLewis, #TommyHilfiger

**AMSTERDAM, THE NETHERLANDS (FEBRUARY 2020)** - Tommy Hilfiger, which is owned by [PVH Corp.](#) [NYSE: PVH], celebrated the power of loyalty, and the belief that purposeful progress is best achieved through meaningful partnerships, at the TOMMYNOW Spring 2020 runway experience at London Fashion Week. In line with the brand's vision to waste nothing and welcome all, the in-season event spotlighted the sustainability strides and sense of inclusivity at the heart of the fourth *TommyXLewis* collection co-designed by Tommy Hilfiger and Lewis Hamilton. In a surprise twist, the collaborators also invited Grammy award-winning singer and songwriter, H.E.R., to infuse her authentic touch into 12 statement-making *TommyXLewisXH.E.R.* pieces, further expanding the season's collective unity.

After seven seasons traveling the world, the experiential runway event returned at London Fashion Week in a homecoming for Lewis Hamilton on Sunday, February 16, 2020 at 8 p.m. GMT at Tate Modern in The Tanks. The in-season TOMMYNOW runway show brings to life and immerses global consumers in the brand's youthful, optimistic, and changemaking spirit. Through the TOMMYNOW platform, the brand continues to push the boundaries of what the fashion industry stands for, the experience it provides and – most importantly - the dialogues it supports.

The event builds on the success of Tommy Hilfiger's signature "See Now, Buy Now" approach, with runway looks immediately available across an ecosystem of shoppable channels in more than 70 countries.

**COLLECTION STATEMENT**

This season celebrates loyalty: to who you are, what you believe in, and where you want to go. Tommy Hilfiger and Lewis Hamilton's fourth collaborative effort is the embodiment of this shared value – a word tattooed on the global brand ambassador's arm, and a guiding virtue throughout the Spring 2020 collections and runway experience.

This season, TOMMYNOW is stripped back to what matters most, taking audiences on a sensory journey that celebrates Tommy Hilfiger's sustainability vision to create fashion that wastes nothing and welcomes all. In a homecoming for the British racing driver, Tommy Hilfiger and Lewis Hamilton present their most sustainable *TommyXLewis* collection to date, with over 75% of styles sourced more

sustainably, including using 100% organic cotton, recycled materials, down alternatives and low-impact denim washes.

The Spring 2020 *TommyXLewis* collection continues to fuse *TOMMY HILFIGER*'s strong menswear heritage with Lewis Hamilton's streetwear style, as military blues and greens blend with neutral tones and neon pops. The infusion from Grammy award-winning singer and songwriter, H.E.R., features her authentic graphical iconography and lyrical quotes across 12 statement pieces. From utility to prep, Spring 2020 *TommyXLewis* is a fresh and sophisticated celebration of iconic pieces that embody the modern American wardrobe. Remaining loyal to its heritage while constantly reinventing itself, *HILFIGER COLLECTION* draws from the brand's rich archive, while adding a contemporary twist to iconic silhouettes and disrupting the flag heritage in accessories and elevated apparel. In honor of the brand's 35th anniversary and heritage, the signature *HILFIGER Crest* shines through as an all-over graphic, tonal graphic placements, bullion and rich embroidery.

Loyalty to championing long-held values further extends to inclusivity and diversity, with TOMMYNOW Spring 2020 embracing the philosophy of "Style for All" – a belief that great style erases all boundaries in gender, age, ethnicity and body type. *TommyXLewis* and *TommyXLewisXH.E.R.* offer extended sizing for all body types, while *HILFIGER COLLECTION* created menswear and womenswear pieces in parallel to encourage sharing wardrobe staples across genders.

Spring 2020 is about thinking beyond the season and towards the future – focusing on our journey of wasting nothing and welcoming all.



### THE CAST

TOMMYNOW has become a platform for inclusion and diversity through bold statements of what fashion and the runway should look like. The inclusive casting continues to celebrate and proudly portray models with a huge diversity of backgrounds, sizes, ages, gender expressions and ethnicities.

The cast of models included Naomi Campbell, Luka Sabbat, Lennon Gallagher, Winnie Harlow, Lottie Moss, Lucas Jagger, Jasmine Sanders, James Turlington, Jordan Barrett, Ella Richards, Alessandra Ambrosio, Sonny Ashcroft, Pixie Geldof, George Barnett, Georgia May Jagger, Jodie Kidd, Jourdan Dunn, Karen Elson, Candice Swanepoel, Iris Palmer, Yasmin Le Bon, Erin O'Connor and Halima Aden.

### TOMMYNOW SPRING 2020

Over 1,000 guests, including press, buyers, VIPs, industry influencers and consumers were invited to experience the show at Tate Modern in The Tanks – stripped back, industrial, subterranean spaces, each measuring over thirty meters across and seven meters high. Each tank has maintained its rough, utilitarian feel, creating a contemporary and inspiring dichotomy with the brand's evocative and immersive runway experience.

Channeling an abstract landscape, the simplicity of the TOMMYNOW set and reinterpretation of nature supported Tommy Hilfiger's sustainability vision. Guests were taken on a curated sensory journey within the minimalist architecture. Drawing inspiration from weather cycles like thunder, warm light flashed and flickered to darkness to alter the natural atmosphere and illuminate neon style details. The Tanks were filled with a nature-derived fragrance of dry wood, inspired by the blazing scent of cracked earth and formulated specifically for the show. A London-based vocal performance collective took position in each Tank for the show – their rich voices reverberating off the concrete walls as they sang a mixture of contemporary and soul.

As part of its ongoing sustainability efforts, Tommy Hilfiger partnered with South Pole – a leading project developer and global sustainability solutions provider - to offset an estimated 1,600 tons of carbon emissions resulting from the production of the TOMMYNOW runway show. Through this collaboration Tommy Hilfiger is providing ceramic water purifiers to communities in Cambodia. These filters improve public health in the country by providing safe drinking water and reducing indoor air pollution from wood burning; while decreasing household fuel costs and reducing pressure on Cambodia's vulnerable forest.

As part of Tommy Hilfiger's commitment to create exciting experiences that connect and engage with the next generation of consumers, the first *TOMMY HILFIGER* Instagram Story 'Flag' filter launched on February 14th to empower users to bring their unique twist to the TOMMYNOW show experience.

### **FRONT ROW GUESTS**

Front row guests included Meghan Trainor, Billy Porter, Shawn Yue, Charli XCX, Anne-Marie, James Bay, Miss Fame, Sfera Ebbasta, Dajou, Mina El Hammani, Jorge López, Yolanda Hadid, Noor Tagouri, Melissa Satta, Sveva Alviti, Mahalia, Alan Cumming, Valentina Ferragni, Sergi Roberto, Michaela DePrince, Lolo Zouaï, Pixie Lott, Caroline Daur, Miles Chamley-Watson, Amber Le Bon, Andrés Velencoso, Michael Ward, Rainey Qualley, AJ Tracey and Negin Mirsalehi.

#TOMMYNOW

#TommyXLewis

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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](http://tommy.com).

### **About PVH Corp.**

PVH sets the standard of style as one of the most admired fashion and lifestyle companies in the world. We power brands that drive fashion forward – for good. Our iconic portfolio includes [TOMMY HILFIGER](#), [CALVIN KLEIN](#), [Van Heusen](#), [IZOD](#), [ARROW](#), [Speedo\\*](#), [Warner's](#), [Olga](#) and Geoffrey Beene brands, as well as the digital-centric [True & Co.](#) intimates brand. We market a variety of goods under these and other nationally and internationally known owned and licensed brands. PVH has over 38,000 associates operating in over 40 countries and nearly \$9.7 billion in annual revenues. That's the power of PVH.

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