

**TOMMY HILFIGER PRESENTS FALL 2018 COLLECTIONS  
IN TOKYO THROUGH A HOLOGRAPHIC WATER PROJECTION**

*Following TOMMYNOW ICONS in Shanghai and the ‘TommyXLewis’ VIP launch party at New York Fashion Week, Mr. Tommy Hilfiger brought his latest collections to Tokyo with global brand ambassadors Lewis Hamilton, Hailey Baldwin and Winnie Harlow.*

*The first ‘TommyXLewis’ collaborative collection, as well as the ‘TOMMY ICONS’ women’s capsule and HILFIGER COLLECTION for women, were showcased at the event with an innovative twist on the traditional runway show.*

**AMSTERDAM, THE NETHERLANDS (October 8, 2018)** – Tommy Hilfiger, which is owned by [PVH Corp.](#) [NYSE: PVH], announces TOKYO ICONS, an event that fused fashion with an innovative twist on the traditional runway show. The event built on the TOMMY HILFIGER brand’s Fall 2018 global campaign that celebrates the belief that the leaders of now are the icons of tomorrow – individuals who inspire others with their optimistic energy and extraordinary drive to create positive change. The location of the event reflects Tommy Hilfiger’s focus on Asia Pacific, its highest growth potential market, and commitment to bring the brand to new cities and audiences around the world. TOKYO ICONS took place on Monday, October 8, 2018 at 8:30 p.m. JST (Japan Standard Time), presenting the Fall 2018 TOMMY HILFIGER collections at the outdoors pool deck of the Tokyo Prince Hotel.

“TOKYO ICONS marks the final stop of what has been an incredible journey celebrating our Fall 2018 collections, while putting the spotlight on the optimistic spirit and determination of future generations,” said Tommy Hilfiger. “Through authentic collaborations and our passion for innovation, we continued to disrupt the traditional runway rules to immerse and engage consumers in the TOMMY HILFIGER world.”

A three-storey high holographic water projection showcased the Fall 2018 collections worn by a diverse cast of models that included Nandy Nicodeme, Anniek Verfaillie, Simon Martyn, Simon Bornhall and Marga Esquivel. A unique digital installation featured photos of guests taken by renowned fashion photographer Leslie Kee and framed in “The Icons of Tomorrow Are the Leaders of Today” seasonal graphics, which provided the background to the runway projection. Throughout the evening, attendees were invited to personalize their denim tote bag at the *TommyXYou* laser customization station. The event was attended by 400 guests, including press, VIPs, industry influencers and Japanese consumers.

This innovative format provided an inspiring platform to further generate excitement around the global launch of Fall 2018 *TommyXLewis*, the first collaborative collection designed by iconic American designer Tommy Hilfiger in partnership with British racing driver, four-time FIA Formula One™ World Drivers’ Champion and global brand ambassador for TOMMY HILFIGER men’s, Lewis Hamilton. Featuring unisex styling on the virtual runway, the *TommyXLewis* men’s collection embraces the brand’s sportswear roots, revisiting iconic American styles. The collection celebrates bold colors, sporty influences, heritage pieces and versatile shapes that speak to the confident and modern fan of the brand. Lewis’ personal twist to every design takes inspiration from his array of tattoos, luxury street style wardrobe and his lucky number 44.

The TOMMY ICONS capsule collection for women, whose global campaign is fronted by global brand ambassadors for TOMMY HILFIGER women’s, model Hailey Baldwin, model and activist Winnie Harlow, and actress Maggie Jiang, was also showcased at the event. The capsule celebrates TOMMY HILFIGER’s most iconic styles, putting an elevated twist on timeless classics for the now. Additionally, a curated selection of HILFIGER COLLECTION for women, the pinnacle of the TOMMY HILFIGER product offerings, was presented. The styles featured the iconic *Tommy Crest*, a lion with a sword encircled by laurels that

launched in 1985. The Crest was reintroduced as a modern, exaggerated, oversized signature in luxe gold embroidery.

Tommy Hilfiger continues to partner with the world's top companies to drive cross-industry collaboration that create inspiring activations. The brand is partnering with Japanese social messaging giant LINE to stream the TOKYO ICONS holographic water projection via the dedicated *TOMMY HILFIGER* LINE account on October 15th at 7 p.m. JST. Nearly 1 million consumers will have the opportunity to watch and click on their favorite Fall 2018 *TOMMY HILFIGER* styles to immediately shop on *tommy.com*. Tommy Hilfiger is also collaborating with ZOZOTOWN, Japan's largest fashion retail platform, and its street style app WEAR to launch an influencer-led shoppable experience. Ten influencers attending TOKYO ICONS will share their Fall 2018 *TOMMY HILFIGER* styling ideas via their personal WEAR account and each look will be immediately shoppable on *zozo.jp*.

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