

MEDIA ALERT

**TOMMY HILFIGER CELEBRATES 30TH ANNIVERSARY
WITH EXCLUSIVE FASHION SHOW AND AFTER PARTY IN BEIJING, CHINA**

To celebrate the opening of his largest store in China and his brand's 30th anniversary, Tommy Hilfiger presented his Fall 2015 fashion show in Beijing, attended by style icons Olivia Palermo and Johannes Huebl, Chinese celebrities Deng Chao, Ziyi Zhang and Liu Wen, and models Shu Pei Qin, Xiao Wen Ju, Julia Hafstrom, Malaika Firth and RJ King.

WHAT: Tommy Hilfiger, which is owned by PVH Corp. [NYSE: PVH], announces that American designer Tommy Hilfiger presented his Fall 2015 fashion show in Beijing, China, on May 26, 2015. The exclusive recreation of the runway show, including looks from the men's and women's collections, marks the first time the brand has transported the entire event experience to an international setting.

"I am thrilled to be in China for this next stop on our 30th anniversary tour, following our events in New York and Paris earlier this year," said Tommy Hilfiger. "Recreating the show in an international setting for the first time has been a terrific way to celebrate the opening of our largest store in China and the 30th anniversary of our global brand. Our fashion shows create an immersive guest experience that really brings the collections to life, and it has been an honor to be able to share this experience with a wider audience in China."

The show, which was attended by over 800 guests, was presented at the 751 Gasometer against the celebrated backdrop of Hilfiger's football stadium set including AstroTurf, yard lines, goal posts and a giant Jumbotron screen above it all. The show was followed by a VIP after party that took place on the hyper-realistic stadium set and was inspired by a quintessential American football half-time show and tailgating party. Following the halftime performance by Chinese female drum artists Feng Le Group and performance group Xiao Du Paoku, DJ Wordy, China's first international DJ star, kicked off the after party event.

Top Chinese supermodel and friend of the designer, **Shu Pei Qin**, who recently joined Hilfiger's table at the Metropolitan Museum of Art's 2015 Costume Institute Gala, opened and closed the *Tommy Hilfiger* show. She lead a cast that brought together China's top runway talent, including **Xiao Wen Ju, Dylan Xue, Emma Pei, Bonnie Chen, Danni Li, Zhao Lei**, and **Jin Da Chuan**. Also walking in the show were models from *The Hilfigers*, the eclectic family at the heart of the brand's advertising campaign, including **RJ King, Julia Hafstrom** and **Miles McMillian**, in addition to **Avery Blanchard** and **Malaika Firth**, who both appeared in Hilfiger's Fall 2015 runway show in New York.

In addition to her appearance on the runway, Shu Pei took over the brand's Weibo account. The supermodel shared her unique perspective before, during and after the show – from her street style to a glimpse backstage to front-row coverage of the season's best looks – bringing her unique point of view to Tommy's Weibo account and opening #TommyChina# to an even wider global audience.

Seated in the front row was fashion power couple **Olivia Palermo** and **Johannes Huebl**; Olivia wore a dramatic long star-print dress from Spring 2015 *Hilfiger Collection*, and Johannes wore a slim-fit suit from the *Tommy Hilfiger Tailored* collection. Also in the front row were award winning actor and director, **Deng Chao**, and **Ziyi Zhang**, known globally for her starring role in the Oscar winning film *Crouching Tiger, Hidden Dragon*, both in looks from *Tommy Hilfiger*, and Chinese supermodel **Liu Wen** in Spring 2015 *Hilfiger Collection*.

Debuted at New York Fashion Week in February, the Fall 2015 collection fuses American football, stadium spirit and varsity motifs with Hilfiger's classic designs. Reflecting on the 30-year heritage of his brand, the collection plays with the established codes of American fashion, luxuriously reimaged with a modern athletic twist.

While in Beijing, Hilfiger will also celebrate the opening of the largest *Tommy Hilfiger* store in China at the In88 shopping center. For the first time in the country, the new two-story location will showcase *Hilfiger Collection*, the pinnacle of the *Tommy Hilfiger* brand's design offerings.

Friends of *Tommy Hilfiger* are invited to join the conversation on social media using #TommyChina#.

WHEN: May 26, 2015

WHERE: D*Park
Gasometer
No. 2 Jiuxianqiao Road
Beijing, China

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About Tommy Hilfiger

With a brand portfolio that includes *Tommy Hilfiger* and *Hilfiger Denim*, 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, athletic apparel (golf and swim), socks, small leather goods, home goods and luggage. The *Hilfiger Denim* product line consists of jeanswear and footwear for men and women, accessories, and fragrance. Merchandise under the *Tommy Hilfiger* and *Hilfiger Denim* brands is available to consumers worldwide through an extensive network of *Tommy Hilfiger* and *Hilfiger Denim* retail stores, leading specialty and department stores, select online retailers, and at tommy.com.

About PVH

PVH Corp., one of the world's largest apparel companies, owns and markets the iconic *Calvin Klein* and *Tommy Hilfiger* brands worldwide. It is the world's largest shirt and neckwear company and markets a variety of goods under its own brands, *Van Heusen*, *Calvin Klein*, *Tommy Hilfiger*, *IZOD*, *ARROW*, *Warner's* and *Olga*, and its licensed brands, including *Speedo*, *Geoffrey Beene*, *Kenneth Cole New York*, *Kenneth Cole Reaction*, *MICHAEL Michael Kors*, *Sean John*, *Chaps*, *Donald J. Trump Signature Collection*, *DKNY*, *Ike Behar* and *John Varvatos*.