

TOMMY HILFIGER CELEBRATES A PERFECT “NEW YORK MOMENT” FOR FALL-WINTER ‘24 RUNWAY SHOW

With the Grand Central’s Oyster Bar as its backdrop, the brand highlighted the icons of Classic American Cool both on and off the runway as ‘See Now, Buy Now’ shifts to the front row.

VIP guests Sofia Richie Grainge, Damson Idris, Sonam Kapoor, Junho Lee and Nicole Warne sat front row while Jon Batiste performed the finale.

AMSTERDAM, THE NETHERLANDS (FEBRUARY 2024) – Tommy Hilfiger, which is part of PVH Corp. [NYSE: PVH], headlined New York Fashion Week on Friday, February 9th, with “A New York Moment”. In an evening of *Hilfiger Hospitality* at *The Tommy*, a red, white and blue takeover of the Oyster Bar, the brand brought fashion, entertainment and celebrity to Grand Central Terminal. Starting as a love letter to New York, the Fall-Winter ‘24 collection channeled the city’s unique style and reinterpreted it with a distinctly *Tommy* twist. The evening heralded a return to *TOMMY HILFIGER*’s DNA, the codes of Classic American Cool style, and a look inspired by a New York City life.

Fall ‘24 Collection Statement

“WELCOME TO ‘A NEW YORK MOMENT’.” The Fall-Winter ‘24 collection started as a love letter to New York as Tommy Hilfiger packed a lifetime of memories into one perfect “New York Moment”. The collection is inspired by New York, the home of Classic American Cool, channelling the city’s unique style and reinterpreting it with a distinctly *Tommy* twist. It’s the spirit of prep, modernized through a New York lens.

Continuing a tradition of working athletic details into his collections, Tommy brings a fresh point of view to the wardrobe of casual American sportswear. Prep classics of the ‘90s including the rugby, blazer, chinos and varsity jacket are enriched with textured plays in corduroys, herringbones and chalky-pinstripes. Tailored women’s coats are crafted in camel wool, amplified checks and earth-toned tweeds, while cable knits and mini-dress polos are cut in luxurious cashmere. The silhouette is drawn from a period when *TOMMY HILFIGER* relaxed the codes of American prep by playing with wider trouser legs, relaxed button downs, and boxy outerwear. It’s Tommy’s Americana come to life in shades of red, white, and blue that infuse the brand’s iconic DNA with modernity.

Entertainment & Experience

Weaving through Grand Central Station Terminal’s famous Oyster Bar, the all-front row show was produced on an intimate scale putting a new twist on *Tommy*’s form of fashion entertainment. Guests were ushered underground to a charming experience that felt like fashion’s most fun (not so) secret club. Entertainment legends Questlove and multi-GRAMMY® winner Jon Batiste brought music to the runway in a signature *Tommy* twist.

Questlove’s soundtrack, inspired by the Grand Central venue, was curated as a journey through New York’s five boroughs. Dropping by for a live performance between shows at the GRAMMY® Awards and in Las Vegas, Jon Batiste delivered a high-energy finale performing his hit track “Freedom”.

A tribute to the history of *Tommy*, the Oyster Bar was decorated with nods to the ultimate American dreamer’s style and personal history. Wood-paneled booth seating added intimacy with pinstripe cushions in a signature pinstripe and will be donated to Material For The Arts giving back to the local community. Touches of the brand’s red, white and blue DNA were dotted throughout on the hand-illustrated placemats and coasters featuring the city’s iconography, while navy carpet grounded the

space in *Tommy's* iconic style. Guests were treated to cocktails as timeless as the restaurant, including the Old Fashioned and Tommy's favorite – the classic Martini.

Role of 'See Now, Buy Now'

Embracing that "See Now, Buy Now" has moved from the runway and into the everyday cultural conversation, the front row was placed into the spotlight with guests dressed in shoppable collections.

The dressing suite emerged as a new hub for fusing brand experience, talent and content as VIPs were styled in the Spring '24 collections elevating product resonance and visibility. Stars from across the world of F.A.M.E.S - fashion, art, music, entertainment and sports, embodied Classic American Cool style in red, white and blue merchandizing. Next-level content rollouts will follow through the next months on brand platforms while the talents light up the NY streets in the latest collections.

The 'Tommy' Family Sits Front Row

New long-term TOMMY HILFIGER Womenswear ambassador Sofia Richie Grainge is reshaping what it means to influence fashion today and brought her take on Classic American Cool style to the front row, joined by music producer husband Elliot Grainge. Damson Idris, Hollywood actor and multi-year TOMMY HILFIGER Menswear Ambassador also made a special guest appearance. Idris is currently filming APXGP, a highly anticipated Formula One™ feature film sponsored by Tommy Hilfiger and produced by Sir Lewis Hamilton's Dawn Apollo Films banner.

Continuing the TOMMY HILFIGER legacy of partnering with the most iconic pop culture talents from around the world, the New York venue was graced with the elegance of Indian actress Sonam Kapoor, the trailblazing talent of Korean icon of film and music Junho Lee, and the sophistication of star of Australian fashion Nicole Warne. Thai music and entertainment sensations Pond Naravit, Phuwin, Win Metawin represented the T-Wave movement at the show.

TOMMY HILFIGER Fall '23 campaign star Paloma Elsesser walked the runway while her brother Sage Elsesser watched from the front row alongside GloRilla, Central Cee and Nayeon – stars of pop culture who have also featured in recent brand campaigns.

Star of entertainment Kelly Rutherford attended the show alongside new *Tommy* Family ambassadors Noah Beck, Sabrina Quesada, Jasmine Tookes, Lyndsey Vreckovnik, Sophia Hublitz, Mason Gooding, Justine Skye, Elle Smith, Orion Carloto and Grier Henchy. Special guests included Edison Chen, Mia Regan, Xenia Adonts, Jacob Rott, Adele Exarchopoulos and Ryan Prevedel.

Cast and Partners

Nestled under the breathtaking vaulted tile ceilings of the Grand Central Oyster Bar, a cast of leading fashion creatives worked together to curate the show. Casting by Michelle Lee represented the *Tommy* Girl and *Tommy* Boy – native New Yorkers who have grown into confidence and understated cool, easily in tune with the city and their style.

Styling and Creative Direction was by Joe McKenna, and event production by Keith Baptista and the Probject Agency. Coverage was broadcast on the social channels of TOMMY HILFIGER and its array of partners defining the moment in culture.

Missed the show?

Link to all 'A New York Moment' assets here: <https://newsroom.tommy.com/>

Join the conversation on social media using #TommyHilfiger, #NYFW and @TommyHilfiger.

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About TOMMY HILFIGER

TOMMY HILFIGER is one of the world's most recognized premium lifestyle brands, uplifting and inspiring consumers since 1985. The brand creates iconic style, which comes alive at the intersection of the classic and the new, co-created with people who are shaping culture around the world. *TOMMY HILFIGER* celebrates the essence of classic American style with a modern twist. Tommy Hilfiger offers premium quality and value to consumers worldwide under the *TOMMY HILFIGER* and *TOMMY JEANS* lifestyles, with a breadth of collections including men's, women's and kids' sportswear, denim, accessories, and footwear. Tommy Hilfiger has an unwavering commitment to sustainability and inclusivity.

Global retail sales of *TOMMY HILFIGER* products were approximately \$9.1 billion in 2022 and the brand is powered by more than 16,000 associates worldwide — present in 100 countries and more than 2,000 retail stores, including its largest global flagship store at *tommy.com*. PVH acquired Tommy Hilfiger in 2010 and continues to oversee a focused approach to growing the brand's worldwide relevance, presence, and long term growth.

About PVH Corp.

PVH is one of the world's largest fashion companies, connecting with consumers in over 40 countries. Our global iconic brands include *Calvin Klein* and *TOMMY HILFIGER*. Our 140-year history is built on the strength of our brands, our team, and our commitment to drive fashion forward for good. That's the Power of Us. That's the Power of PVH.

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