

TOMMY HILFIGER COMMITS TO ADVANCING MINORITY REPRESENTATION THROUGHOUT THE FASHION & CREATIVE INDUSTRIES

On May 31, 2020, American designer Tommy Hilfiger called for bold change in support of the Black Lives Matter Movement, stating, “What’s happening is not ok. We need action.”

After taking time to listen, reflect and discuss, the TOMMY HILFIGER brand’s next step in this journey is to commit \$5 million in annual funding toward a 3-pillared platform with the mission of advancing minority representation in Fashion, and beyond.

AMSTERDAM, THE NETHERLANDS (JULY 2020) – Tommy Hilfiger, which is owned by [PVH Corp.](#) [NYSE: PVH], is launching the People’s Place Program, a three-pillared platform with an initial minimum commitment of \$5 million in annual funding for the next three years, that will seek to advance the representation of black, indigenous and people of color (BIPOC) within the fashion and creative industries. Centering around Partnerships, Career Access and Industry Leadership, the program seeks to achieve consistent, long-term change.

Partnerships & Representation:

- TOMMY HILFIGER will enhance its diverse talent pipeline, focusing on purpose-led collaborations that specifically increase minority visibility, and partner with organizations and creative peers whose mission is to advance BIPOC representation and equity in the fashion industry.

Career Support & Industry Access:

- To advance representation of minority communities within the fashion and creative industries, the brand will use its knowledge and resources to ensure career opportunities by providing access to information or physical materials, specialist advice, industry introductions, and more.

Industry Leadership:

- To increase representation at every level, TOMMY HILFIGER will commit to independent, industry-wide analyses of diversity, equity and inclusion in the fashion industry, and will work towards creating concrete action plans to use internally that can also be shared with the broader fashion industry.

At the end of May, Tommy Hilfiger shared a personal call to action for himself and his namesake business amid the Black Lives Matter movement. This instigated a shift towards a culture of greater listening, learning and engaging both internally and with the fashion industry to better understand the role the brand should play to support BIPOC communities. The ensuing commitment puts into action Tommy Hilfiger’s wider vision to drive change throughout the industry and reinforces the company’s social and environmental sustainability mission to create fashion that wastes nothing and welcomes all.

“What is happening to Black communities in the US and around the world has no place in our society,” said Tommy Hilfiger. “The fact that it has continued to exist in our industry – overtly and systemically – is unacceptable. We are far behind where we should be in achieving diverse representation. It shouldn’t have taken us this long to acknowledge that, but we are determined and committed to changing it going forward. We will be intentional, fearless and unwavering in the actions we take. Through the People’s Place Program, we will use our platform to create opportunities and stand up for what is right.”

The program takes its name from Tommy Hilfiger’s first store which opened in 1969 in Hilfiger’s hometown of Elmira, New York. At only 18 years old, Hilfiger created the People’s Place as a dedicated space for people from all walks of life to come together to enjoy art, music, fashion and pop culture. Shaped by the cultural revolution of the 1960s, the original store fostered an exchange of ideas,

encouraged authentic self-expression and challenged social norms. It is in this spirit that the new People's Place Program has been founded and will continue to expand.

"As a company, we haven't done enough," said Martijn Hagman, CEO, Tommy Hilfiger Global and PVH Europe. "But we are determined to do better. We are taking immediate action to ensure that BIPOC communities in the fashion industry feel represented, heard and equally welcome to their seat at the table. The People's Place journey starts now with a dedicated internal governance structure that will drive and report regularly on the long-term objectives of the platform. This is a firm commitment and first step in a long journey for what the People's Place Program can achieve."

Tommy Hilfiger is building a governance structure to oversee the People's Place Program and ensure its success. Senior leadership will be appointed to direct the program, accelerate its growth internally and externally, and maintain focus on transparency through regular reporting on progress and impact made. The People's Place Program team is currently engaging in discussions with industry peers and partners who can help advance the platform mission and maximize impact throughout the fashion landscape.

PVH Corp. and its entire brand portfolio is taking a stand against racism. PVH will use its resources and the platforms for *TOMMY HILFIGER*, *CALVIN KLEIN*, *IZOD*, *Van Heusen*, *ARROW*, *Warner's*, *Olga*, *True&Co.* and *Geoffrey Beene* to help end racial inequality. The PVH Foundation donated \$100,000 to each of The NAACP Legal Defense and Education Fund, which supports racial justice through advocacy, impact litigation and education, and The National Urban League, a historic civil rights organization dedicated to economic empowerment, equality and social justice. During the month of June, The PVH Foundation further matched 100% of charitable donations made by associates globally to organizations supporting racial justice.

As part of the PVH family, Tommy Hilfiger will also be making immediate internal strides to become a more informed, less biased organization with a strong sense of belonging. To address shortcomings in its internal BIPOC representation, the company has launched a Comprehensive Action Plan as the starting point in its journey to further address discrimination, injustice, inequality and racism. The Comprehensive Action Plan will shape how the company moves closer to reflecting the diversity of its consumer base. This starts with the following steps:

Listen:

- Creating more opportunities for all associates to listen and be heard.
- Equipping leaders and hiring managers at all levels with tools and resources to develop a deeper understanding of systemic racism, privilege and bias to become stronger allies and advocates for change.

Learn:

- Rolling out mandatory continuous unconscious bias training to all associates.
- Building out a dedicated Inclusion & Diversity digital resource channel accessible to all associates.
- Launching an educational and informational event series for associates on racial justice.

Act:

- Broadening Business Resource Groups (BRGs) to include regional chapters dedicated to advancing, empowering and amplifying BIPOC voices in our offices around the world.
- Attracting more diverse talent by evolving recruitment policies and practices, casting a wider net and thoughtfully increasing representation at all levels of the organization.

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.

PVH is one of the most admired fashion and lifestyle companies in the world. We power brands that drive fashion forward – for good. Our brand portfolio includes the iconic [CALVIN KLEIN](#), [TOMMY HILFIGER](#), [Van Heusen](#), [IZOD](#), [ARROW](#), [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 40,000 associates operating in over 40 countries and \$9.9 billion in annual revenues. That's the Power of Us. That's the Power of PVH.

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