

TOMMY HILFIGER INCREASES PRODUCT TRANSPARENCY WITH HIGG INDEX SUSTAINABILITY PROFILES

TOMMY HILFIGER is selected as one of the first global brands to implement the Higg Index Sustainability Pilot in Europe in partnership with Sustainable Apparel Coalition and Higg.

AMSTERDAM, THE NETHERLANDS (SEPTEMBER 2021) – Tommy Hilfiger, which is owned by [PVH Corp.](#) [NYSE: PVH], announces a progressive step in its journey to provide consumers with more transparent product information with the piloting of the Higg Index Sustainability Profile, together with the Sustainable Apparel Coalition (SAC) and sustainability insights platform Higg. In stride with Tommy Hilfiger's vision to create fashion that Wastes Nothing and Welcomes All, the Higg Index Sustainability Profile will provide environmental impact information starting September 8, 2021, across an assortment of *TOMMY HILFIGER* products in the European markets, for a six-week trial on *tommy.com*. The products will also be added to Amazon's Climate Pledge Friendly program.

A total of 247 best-selling products across all *TOMMY HILFIGER* product categories, including menswear, womenswear and kidswear will be featured. The product profiles will feature data-backed claims such as the environmental impact of the fabric, including water and fossil fuels usage as well as greenhouse gas emissions levels. Each Higg profile provides consumers with increased visibility into a product's environmental impact, addressing the public's interest and demand for more transparency in the fashion industry. The pilot will assess to what extent the sale of products with Higg profiles perform versus styles without this information. Through qualitative surveys, the pilot will also analyze how helpful the Higg profiles are in supporting consumers in their personal sustainable shopping journey.

"We are committed to fostering industry relationships that place sustainability at their core in order to create long-lasting change," said Esther Verburg, Executive Vice President, Sustainability, Business & Innovation, Tommy Hilfiger Global. "As we continue to look for innovative solutions that make the Tommy Hilfiger business more circular, this program provides a transparent and consistent way to share sustainability information with our consumers." The Higg Index Sustainability Profile pilot in Europe builds on the program that Tommy Hilfiger drove in North America earlier this year in partnership with Amazon, the SAC and Higg. Higg, the sustainability insights platform for consumer goods businesses, provides software and services for measuring, managing, and sharing supply chain performance data. It is the exclusive licensee of the Higg Index methodology developed by the SAC.

New products featuring the Higg Index Profiles will launch in Spring 2022, further supporting Tommy Hilfiger's long-term global goal to be more transparent in communicating product, supply chain and brand impacts.

"The Sustainable Apparel Coalition is proud to welcome *TOMMY HILFIGER* as the newest brand partner to join the Higg Index transparency program," states Amina Razvi, Executive Director, Sustainable Apparel Coalition. "Transparency is key to transforming the fashion industry. With increasing demand from consumers for accountability from brands and retailers, the Higg Index transparency program is a critical step towards a unified approach for industry-wide transparency."

"Tommy Hilfiger is putting a stake in the ground as a leader when it comes to transparency in the fashion industry," said Jason Kibbey, CEO, Higg. "We're proud to support them with the data and insights they're using to scale awareness of environmental impacts and strengthen their relationship with consumers."

Tommy Hilfiger's mission is to become a leading sustainable designer lifestyle company that Wastes Nothing and Welcomes All, through how it creates its product, manages its operations and connects with its communities and stakeholders. More information about Tommy Hilfiger's sustainability journey, which is powered by PVH's [Forward Fashion](https://global.tommy.com/en_int/about-us-corporate-sustainability) strategy, can be found on https://global.tommy.com/en_int/about-us-corporate-sustainability.

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 world's largest and most admired 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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About the Sustainable Apparel Coalition

The Sustainable Apparel Coalition (SAC) is a global multi-stakeholder nonprofit alliance for the consumer goods industry. It's made up of more than 250 leading apparel, footwear and textile, brands, retailers, suppliers, service providers, trade associations, nonprofits, NGOs and academic institutions working to reduce environmental impact and promote social justice throughout the global value chain. Leveraging the Higg Index suite of tools for the standardized measurement of value chain sustainability, the SAC is working to transform business for exponential impact.

The SAC was incorporated as a 501(c)6 nonprofit organization and launched the groundbreaking Higg Index suite of tools in 2011. In May 2019, the SAC spun-off the Higg Index technology platform to Higg, which delivers tools and services that help consumer goods businesses accelerate transformation for a more sustainable future. For more information, visit www.apparelcoalition.org.

About Higg

Higg is the sustainability insights platform for consumer goods industries, delivering software and services for measuring, managing, and sharing supply chain performance data. From materials to products, from facilities to stores, across energy, waste, water, and working conditions, Higg unlocks a complete view of a business' social and environmental impact.

Built on the leading framework for sustainability measurement, Higg is trusted by global brands, retailers, and manufacturers to provide the comprehensive intelligence needed to accelerate business and industry transformation. Spun out of the Sustainable Apparel Coalition in 2019 as a public-benefit technology company, Higg is the exclusive licensee of the Higg Index, a suite of tools for the standardized measurement of supply chain sustainability.