

## TOMMY HILFIGER INTRODUCES TOMMY FACTORY: A WARHOL-INSPIRED CREATIVE PLAYGROUND, COMING THIS FALL

*Inspired by Andy Warhol's famed New York Studio, 'Tommy Factory' reimagines a creative epicenter for today where cross-generational Futuremakers, including Kate Moss, Lila Moss and Travis Barker, come together to collide the classic and the new.*

**AMSTERDAM (JULY 2022)** – Tommy Hilfiger, which is owned by [PVH Corp.](#) [NYSE: PVH], is pleased to announce *Tommy Factory*, a Fall 2022 experiential creative playground inspired by Andy Warhol's famed New York studio. *Tommy Factory* will come to life through the Fall 2022 campaign featuring cross-generational Futuremakers captured through a red, white and blue lens. With Tommy Hilfiger set to return to New York Fashion Week on September 11, 2022, the industry's largest "See Now, Buy Now" platform will further build on the city's pop culture history and iconic Warhol Factory as a deconstructed artistic space that celebrates creativity and self-expression.

Once the epicenter of New York's creative scene, Warhol's Factory was a collision of people and subcultures, lo-fi and hi-tech, style and creativity. The cultural revolution that it inspired in the 60s continued to influence pop culture through the 70s and 80s – a time when Mr. Tommy Hilfiger visited the Factory and met with Warhol himself.

"*Tommy Factory* isn't a physical space, it's a state of mind," said Tommy Hilfiger. "Andy's fascination with pop culture always captured the heart and spirit of the American society. His ability to connect with what was most relevant has never ceased to inspire me in everything I do. New York City is where Andy brought fashion, art, music and entertainment together when I was first starting out in the industry. The Factory was the place to be. And today, it is still his approach that drives me to engage with the cutting-edge communities building new creative experiences."

"The creative energy of New York City is an unstoppable force that continues to bring together an inspiring diversity of talent, just as it did at Andy Warhol's Factory," said Michael Dayton Hermann of The Andy Warhol Foundation. "We are honored that Tommy Hilfiger's campaign pays unique homage to Andy Warhol and will generously support the philanthropic activity of The Warhol Foundation."

Shot by Craig McDean in the Bronx and styled by Katie Grand, the Fall 2022 campaign will break early September. It will spark a clash of cultures, past and future, classic and modern to ignite the unique energy of *Tommy Factory*, fronting supermodel Kate Moss and her daughter and model, Lila Moss for the first time together in a campaign, in addition to legendary drummer and producer, Travis Barker; Grammy®-winning artist, Golden Globe® and Emmy® nominated actor, Anthony Ramos; multi-Grammy® Award-winning recording artist, songwriter and composer, Jon Batiste; street pop artist, Mr Brainwash; as well Wigstock drag legend, Lady Bunny, and tattoo artist, Steve Wiebe.

*Tommy Factory* will further awaken at the brand's New York Fashion Week homecoming in September, in a celebration of creativity and self-expression. The experiential event will amplify the power of the individual through installations inspired by Warhol's 15-minutes of fame spirit, reimagined for today, uniting guests and models alike within the physical space.

The *Tommy Factory* experience will take place at 7 p.m. EST on September 11th at Skyline Drive-In in Brooklyn, with a synchronized Metaverse activation. In an industry-first, the "See Now, Buy Now" catwalk will be live-streamed into the Tommy Play experience on Roblox, in addition to [tommy.com](#). Join the conversation on social media using #TommyHilfiger and @TommyHilfiger.

**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 \$9.3 billion in 2021 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 the growth platform for *Calvin Klein* and *TOMMY HILFIGER*. Through driving brand strength and relevance, we are connecting our global, iconic brands closer to where the consumer is going than ever before, today and with future generations. Guided by our values and enabled by our scale and global reach, we are driving fashion forward for good, as one team with one vision and one plan. That's the Power of Us, that's the Power of PVH+.

**About The Andy Warhol Foundation for the Visual Arts, Inc.**

As the preeminent American artist of the 20th century, Andy Warhol challenged the world to see art differently. Since its founding in 1987, in accordance with Warhol's will, The Andy Warhol Foundation has established itself among the leading funders of contemporary art in the United States. The Foundation has distributed more than \$250,000,000 in cash grants which support the creation, presentation and documentation of contemporary visual arts, particularly work that is experimental, under-recognized or challenging in nature. The Foundation's ongoing efforts to protect and enhance its founder's creative legacy ensure that Warhol's inventive, open-minded spirit will have a profound impact on the visual arts for generations to come. Proceeds the Foundation receives from licensing projects such as this contribute to the Foundation's endowment from which these grants are distributed. For more information please visit [www.warholfoundation.org](http://www.warholfoundation.org).