

TOMMY HILFIGER LAUNCHES TOMMY FACTORY: THE MAKING OF A FASHION SHOW EXPERIENCE AT NEW YORK FASHION WEEK

Returning home to NYC, Tommy Factory brings Futuremakers together for the brand's first-ever phygital event, which is inspired by Andy Warhol — complete with a live stream on Roblox and the premiere of the new TH Monogram.

AMSTERDAM, THE NETHERLANDS (September 2022) – Tommy Hilfiger, which is owned by [PVH Corp.](#) [NYSE: PVH], announces the debut of its Fall 2022 runway show, *Tommy Factory* — a creative playground and phygital experience including a first-of-its-kind partnership with Roblox and Superplastic. Inspired by Andy Warhol's iconic Factory and using NYC's skyline as its backdrop, the event will take place in Brooklyn on September 11th at 7 p.m. EST.

Tommy Factory builds on Warhol's legacy of celebrating pop culture and creative expression. Just as Andy fused fashion, art, music and entertainment live in his studio, the event will reveal the making of a fashion show — featuring the people, fashion and art that make it all happen.

"I'm thrilled to be returning home to New York Fashion Week," says Tommy Hilfiger. "Inspired by Andy Warhol and the buzz of NYC, we're connecting with audiences and new communities around the world — through Roblox, our 'See Now, Buy Now' runway shows and *Tommy Factory*-themed in-store activations. It's a celebration of creativity as we bridge IRL and URL in unexpected ways."

COLLECTIONS ON THE RUNWAY

The show will unveil the new *TH Monogram*, created in partnership with British illustrator and graphic designer Fergus Purcell. With an interlocking T and H of different sizes, the monogram brings a fresh take to the brand's prep sensibility. Also premiering will be the Fall 2022 *Tommy Hilfiger X Richard Quinn* gender-inclusive, limited-edition capsule. Co-designed with celebrated designer Richard Quinn, the capsule intermixes Quinn's signature use of bold patterns and exaggerated silhouettes with Hilfiger's iconic take on American classics.

A PHYGITAL EVENT

In an industry first, the IRL catwalk will livestream to Roblox's 52.2 million+ daily active users, while avatar stars from Superplastic — the world's top creator of animated celebrities and digital collectibles — will walk the digital runway wearing *Tommy Hilfiger X Richard Quinn*. Additional highlights include:

- **'See Now, Buy Now':** Collections will be shoppable the moment the styles hit the runway with the brand's signature 'See Now, Buy Now' experience on *tommy.com* as well as in stores.
- **Roblox Integration:**
 - Features from the Roblox metaverse runway will be broadcast at the IRL show, including a special appearance from Chinese metahuman NOAH, while avatar stars from Superplastic walk the digital runway.
 - **TOMMY PLAY:** The online Roblox community can explore an expanded NYC map, with exclusive digital items that are either winnable or available to purchase.
- **Mylar balloons:** Inspired by Warhol's famous art piece, guests at the IRL show can customize a digital balloon, where they will contribute to the onsite art installation and claim their proof of attendance protocol NFT.
- **Tommy Factory NFT:** Courtesy of Rove, guests will be able to create a digital wallet through their mobile devices and receive a Tommy Factory NFT on-site in under a minute. This will be the first time this technology is utilized to gift an NFT to guests at a fashion show event.

TOMMY FACTORY AROUND THE WORLD

Tommy Factory broadcasts the brand's determined optimism and inclusive spirit globally with holistic marketing activations, starting with the show and continuing through Fall 2022. Worldwide activations continue, including the *TH Monogram* takeover on Dubai's iconic Burj Khalifa in October, consumer-generated Pop Art installations in London, Paris and Berlin, and *Tommy Factory*-themed multimedia events across global stores, amplified through the brand's social channels.

CAMPAIGN CAST

Tommy Factory and the Fall 2022 campaign are inspired by Warhol's fascination with celebrity and culture, with a melting pot cast of creative minds who are shaping the next generation. The campaign includes supermodel Kate and model daughter Lila Moss; 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; pop artist Mr. Brainwash; Wigstock drag legend Lady Bunny; and tattoo artist Steve Wiebe.

Friends and followers of the brand are invited to join the conversation on social media using #TommyHilfiger, #NYFW, #TommyHilfigerXRichardQuinn 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 \$9.3 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.