

TOMMY HILFIGER SPRING/SUMMER 2014 EYEWEAR COLLECTION

The Tommy Hilfiger Group, which is wholly owned by PVH Corp. (NYSE: PVH), is pleased to introduce the new Spring/Summer 2014 eyewear collection, manufactured by Safilo Group S.p.A. The new collection of men's and women's sunglasses and optical frames features lively color combinations and sophisticated details that celebrate the *Tommy Hilfiger* brand's preppy style. Available starting in January 2014, these classic eyewear styles have been reinterpreted with the relaxed vibe, youthful spirit and irreverent attitude at the core of *Tommy Hilfiger's* identity.

HOLIDAY ATTITUDE

Models TH I261/S and TH I264

Drawing on '80s retro inspirations, these women's acetate sunglasses and optical frames feature a square shape with rounded-edges. Featuring temples bearing the *Tommy Hilfiger* flag logo, the iconic sunglass style comes in colors including black/white/brown, Havana/white/green, blue/ivory, and gray/white/black with shaded brown or gray lenses. The optical frame is available in a lively color palette that includes combinations of black/pink, brown/orange, blue/ivory, cyclamen/blue/red, gray/black/pink and Havana/orange.

SUMMER PREPPY STYLE

Models TH I253/S and TH I255

These men's acetate and metal sunglasses and optical frames are inspired by the preppy lifestyle. Silver rivet detailing along the front of the lenses provides a sporty touch. The sunglass model is available in color combinations that include matte black and transparent gray blue with gray lenses, brown and Havana with green or brown lenses, transparent blue and transparent purple with blue lenses or blue gradient lenses, along with classic shades of black, Havana, blue and transparent gray. The acetate optical frame is available in timeless black, Havana, blue and transparent gray.

DENIM&CHAMBRAY

Models TH I265/S, TH I266/S, TH I268

This sunglass and optical frame model is the ultimate, preppy accessory for summer. Featuring color blocked chambray-effect and striped temples, this easy-to-wear style comes in feminine color combinations for women, ranging from black with black/pink stripes and Havana/orange with beige/ivory stripes to brown/orange with brown/coral/ivory stripes. The men's version is available in black/crystal with black/gray stripes, Havana with green/beige stripes, and blue with blue/red stripes, giving the style a distinctly masculine feel. The unisex optical frame version comes in a sophisticated palette of gray and chambray, black/crystal with distinct black/gray stripes, Havana with green/beige stripes and blue with red/blue stripes.

Tommy Hilfiger eyewear is manufactured by Safilo Group S.p.A and distributed by its wholly owned subsidiary through exclusive agreements with international distributors. *Tommy Hilfiger* eyewear is available in the U.S., Canada, Mexico, Europe and Asia through *Tommy Hilfiger* flagships, major department stores, eyewear specialty dealers and *tommy.com*.

ABOUT THE TOMMY HILFIGER GROUP

With a premium lifestyle brand portfolio that includes *Tommy Hilfiger*, *Hilfiger Denim* and *Tommy Girl*, the Tommy Hilfiger Group is one of the world's most recognized designer apparel groups. Its focus is designing and marketing high-quality menswear, womenswear, children's apparel and denim collections. Through select licensees, the Group offers complementary lifestyle products such as sportswear for men, women, juniors and children; footwear; athletic apparel (golf, swim and sailing); bodywear (underwear, robes and sleepwear); eyewear; sunwear; watches; handbags; men's tailored clothing; men's dress furnishings; socks; small leather goods; fragrances; home and bedding products; bathroom accessories; and luggage. The *Hilfiger Denim* product line consists of jeanswear and footwear for men, women and children; bags; accessories; eyewear and fragrance. Merchandise under the *Tommy Hilfiger* brands is available to consumers worldwide through an extensive network of *Tommy Hilfiger* retail stores, leading specialty and department stores and other select retailers and retail channels.

ABOUT PVH CORP.

PVH Corp., one of the world's largest apparel companies, owns and markets the iconic *Calvin Klein* and *Tommy Hilfiger* brands worldwide. It is the world's largest shirt and neckwear company and markets a variety of goods under its own brands, *Van Heusen*, *Calvin Klein*, *Tommy Hilfiger*, *IZOD*, *ARROW*, *Bass*, *G.H. Bass & Co.*, *Warner's* and *Olga*, and its licensed brands, including *Speedo*, *Geoffrey Beene*, *Kenneth Cole New York*, *Kenneth Cole Reaction*, *MICHAEL MichaelKors*, *Sean John*, *Chaps*, *Donald J. Trump Signature Collection*, *JOE Joseph Abboud*, *DKNY*, *Ike Behar* and *John Varvatos*.

ABOUT THE SAFILO GROUP

The Safilo Group is the worldwide leader in the premium eyewear sector for sunglasses, optical frames and sports eyewear. With an international presence through 30 owned subsidiaries in primary markets – in the U.S., Europe and Asia – and exclusive distributors, Safilo produces and distributes its house brands – Safilo, Carrera, Polaroid, Smith Optics, Oxydo – and the licensed brands Alexander McQueen, Banana Republic, Bobbi Brown (starting in 2014), BOSS, BOSS Orange, Bottega Veneta, Céline, Dior, Fossil, Gucci, HUGO, J.Lo by Jennifer Lopez, Jimmy Choo, Juicy Couture, Kate Spade, Liz Claiborne, Marc Jacobs, Marc by Marc Jacobs, Max Mara, Max&Co., Pierre Cardin, Saint Laurent, Saks Fifth Avenue and Tommy Hilfiger. For further information: www.safilo.com

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COMPANY DESCRIPTION

As one of the world's leading premium lifestyle brands, *Tommy Hilfiger* delivers superior styling, quality and value to consumers worldwide. The label's hallmark is a Classic American Cool approach that brings a refreshing twist to traditional American fashion. Tommy Hilfiger's unique philosophy has formed the foundation of a brand that has grown globally over the past 25 years. Since 1985, the Tommy Hilfiger Group has grown to be a \$2.6 billion business and global retail sales of the brand have reached \$4.6 billion. The brand offers consumers a diverse selection of beautifully designed, high quality products including men's, women's and children's apparel, sportswear, denim, and a range of licensed products such as accessories, fragrances and home furnishings. The Group has expanded its reach worldwide through its own expansion and a global network of distributors, licensees and other partners for its core brands, including *Tommy Hilfiger* and *Hilfiger Denim*. These businesses are supported by a highly regarded management team and offices in Europe, North America and Asia.

Under the vision of founder Tommy Hilfiger and the leadership of Chief Executive Officer Fred Gehring, the brand can be found in leading department and specialty stores, as well as in the Group's own expanding network of freestanding retail stores around the globe. Tommy Hilfiger products are currently distributed in over 90 countries, across North America, Central and South America, Europe and the Asia-Pacific region, including over 1,000 Tommy Hilfiger retail stores. In Fall 2009, the brand marked a homecoming when it opened its first global flagship store on Manhattan's Fifth Avenue in New York City (home to the first U.S. Hilfiger specialty store in 1985). In Fall 2008, Macy's became the exclusive U.S. department store retailer for Tommy Hilfiger men's, women's and children's sportswear.

Since its debut in 1985 as a menswear line, the *Tommy Hilfiger* brand has extended its powerful design philosophy across a growing number of product categories. In 1996, the Group launched its womenswear division, making Tommy Hilfiger one of the few menswear designers to find success in the women's category. These uniquely designed product lines have allowed the brand to expand to reach a wide range of consumers, all with a taste for Classic American Cool style. In May 2010, PVH Corp. acquired the Tommy Hilfiger Group from Apax Partners.

TOMMY HILFIGER BIOGRAPHY

For 25 years, Tommy Hilfiger has brought classic, cool, American apparel to consumers around the world. His designs give time-honored classics a fresh look, and his discerning taste has provided the foundation for the growth of a global brand. Under Hilfiger's guidance, vision and leadership as Principal Designer, the Tommy Hilfiger Group has become one of very few globally recognized designer brands offering a wide range of American inspired apparel and accessories.

Born the second of nine children in Elmira, New York, Hilfiger's career in fashion began as a high school student in 1969, when he opened a small chain of stores called People's Place with just \$150. His goal was to bring fashion from New York and London to upstate New York. Self-taught, he soon began designing for the boutiques he had always admired. In 1979 he moved to New York City to pursue a career as a full-time fashion designer. Here, he caught the eye of Mohan Murjani, a businessman who was looking to launch a line of men's clothing and believed that Hilfiger's entrepreneurial background gave him the unique ability to approach men's fashion in a new way. With Murjani's support, Hilfiger introduced his first signature collection in 1985 by modernizing button-down shirts, chinos, and other time-honored classics with updated fits and details. The relaxed, youthful attitude of his first designs has remained a distinctive hallmark throughout all of Hilfiger's subsequent collections.

Through his creative efforts as a designer, and his work on a series of bold marketing campaigns, Hilfiger has both shaped and developed lasting relationships with a wide-range of cultural influencers and trendsetters. In 1985, Hilfiger hired legendary ad man George Lois to develop a billboard for the center of New York's Times Square. The now famous "hangman ad" ignited the designer's career and launched a dynamic and productive relationship between Hilfiger and Lois. In 2007, Hilfiger and Lois collaborated on the book *Iconic America: A Roller-Coaster Ride through the Eye-Popping Panorama of American Pop Culture*, which presents a mosaic of over 400 iconic and iconoclastic images from the melting pot of the American experience. In the 1990s, Hilfiger became a pioneer in the industry by featuring emerging musical talent such as Britney Spears and Lenny Kravitz in his advertising campaigns.