

TOMMY HILFIGER DELIVERED ON VISION TO BRING SHOPPABILITY CLOSER TO THE RUNWAY WITH SNAP:SHOP IMAGE RECOGNITION APP

The TOMMYNOW “See Now, Buy Now” Spring 2017 fashion show became the first time consumers could instantly and seamlessly shop the runway through 3D image recognition technology.

AMSTERDAM, THE NETHERLANDS (January 2017) – Tommy Hilfiger, which is owned by [PVH Corp.](#) [NYSE: PVH], partnered with top visual search technology developer, Slyce, to launch SNAP:SHOP, an image recognition commerce app, at its Spring 2017 TOMMYNOW fashion show in Venice Beach, California. The custom branded app, allowed guests at the show to instantly shop items the moment the models hit the runway, including the Spring 2017 *TommyXGigi* collection designed in collaboration with supermodel Gigi Hadid.

The SNAP:SHOP app instantly recognizes apparel and footwear styles in users’ photos of 3D moving images, such as models walking the runway, product in store, or 2D images such as ad placements and editorial shots, and links directly to *tommy.com* for purchase. Following the *Tommy Hilfiger* brand’s tradition of revealing new digital technologies on the runway to enhance the consumer experience, the SNAP:SHOP app allowed for even greater accessibility to the collection for consumers at the show, and those tuning in via live stream around the world.

“TOMMYNOW is an incubator for innovative technologies,” said Tommy Hilfiger. “Our leadership in democratizing the runway and pioneering instant gratification runway shows has driven our passion for finding new ways to engage, involve and empower consumers to take part in these experiences. For February, we pushed the boundaries even further to connect with our global consumers in a way that reflects how they live and shop today.”

Supporting the *Tommy Hilfiger* brand’s global business strategy to attract new consumers to its womenswear collections, over one third of app users were first time visitors to *tommy.com*. Consumers using the SNAP:SHOP app spent more than double the average time browsing the website and interacting with additional show content such as videos and social media feeds.

"We already know that the #1 most popular thing people do at fashion events is take photos of the models," said Ted Mann, CEO of Slyce. "What Tommy Hilfiger realized is that this could be a natural way to unlock a magical shopping experience. Using Slyce's visual search technology, the SNAP:SHOP app that Tommy Hilfiger created instantly turns a photo of a model into a wish-list of all the items in their look. It's one of the coolest use cases for image recognition in retail we've ever seen."

The Spring 2017 TOMMYNOW show is Tommy Hilfiger’s second in-season runway show. Celebrating the fusion of fashion with California-inspired music and creativity, the runway event became the ultimate West Coast fashion festival, including performances from eight-time Grammy award winner, Fergie, and American soul duo, Lion Babe. The live event was open to over 3,000 guests, including media, celebrities and consumers, and all looks from the show were immediately available to purchase across all sales channels in more than 70 countries. TOMMYNOW continues to lead a new era in the democratization of fashion, pushing the boundaries of “See Now, Buy Now” immediacy and delivering instant gratification to consumers around the world.

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About Tommy Hilfiger

With a brand portfolio that includes *Tommy Hilfiger* and *Hilfiger Denim*, 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, athletic apparel (golf and swim), socks, small leather goods, home goods and luggage. The *Hilfiger Denim* product line consists of jeanswear and footwear for men and women, accessories, and fragrance. Merchandise under the *Tommy Hilfiger* and *Hilfiger Denim* brands is available to consumers worldwide through an extensive network of *Tommy Hilfiger* and *Hilfiger Denim* retail stores, leading specialty and department stores, select online retailers, and at tommy.com.

About PVH Corp.

With a history going back over 130 years, PVH has excelled at growing brands and businesses with rich American heritages, becoming one of the largest apparel companies in the world. We have over 30,000 associates operating in over 40 countries and over \$8 billion in annual revenues. We own the iconic [Calvin Klein](#), [Tommy Hilfiger](#), [Van Heusen](#), [IZOD](#), [ARROW](#), [Speedo*](#), [Warner's](#) and [Olga](#) brands, and market a variety of goods under these and other nationally and internationally known owned and licensed brands.

*The *Speedo* brand is licensed for North America and the Caribbean in perpetuity from Speedo International, Limited.