

TOMMY HILFIGER BRINGS TOMMYNOW EXPERIENTIAL CONSUMER FASHION SHOW TO TOMMYLAND IN VENICE BEACH CALIFORNIA

Tommy Hilfiger presented his Spring 2017 ‘Hilfiger Collection’ and ‘TommyXGigi’ collections at TOMMYLAND: the ultimate West Coast fashion festival celebrating California-inspired music, art and creativity.

Every look in the “See Now, Buy Now,” runway show was immediately shoppable, including the ‘TommyXGigi’ collection designed in collaboration with Gigi Hadid, who headlined the event.

AMSTERDAM, THE NETHERLANDS (February, 2017) – Tommy Hilfiger, which is owned by [PVH Corp.](#) [NYSE: PVH], announces the Spring 2017 TOMMYNOW event, the brand’s second in-season fashion show, which took place on Wednesday, February 8, 2017 at “TOMMYLAND” in Venice Beach, Los Angeles. Celebrating the fusion of fashion with California-inspired music and creativity, “TOMMYLAND” became the ultimate West Coast fashion festival, set against the iconic backdrop of Venice Beach. Continuing Tommy Hilfiger’s leadership in the “See Now, Buy Now” runway model, all looks from the Spring 2017 show, including the second *TommyXGigi* collection designed in collaboration with supermodel Gigi Hadid, were immediately available to purchase across all sales channels in more than 70 countries around the world.

SPRING 2017 COLLECTION STATEMENT

The “See Now, Buy Now” movement hits the beach and we’re giving instant access to our Spring 2017 *Hilfiger Collection* and *TommyXGigi* capsule.

We were inspired by California—the youthful attitude, the laidback lifestyle, and the spirit of festivals where music and style collide with our own pop culture heritage. Our take is a greatest hits of Americana with lots of denim, nods to western culture and patches to make things personal.

As the sun goes down, we celebrate the ultimate fashion festival and the freedom to mix things up in a way that makes you feel great. Welcome to TOMMYLAND.

COLLECTIONS

TOMMYNOW marked the global launch of the Spring 2017 *TommyXGigi* collection, the second collaboration with supermodel Gigi Hadid, who opened the show in a look from the capsule. Gigi is the global ambassador for *Tommy Hilfiger* women’s, including apparel, footwear, accessories, sunglasses, watches and fragrance. The *TommyXGigi* collection celebrates her relaxed, West Coast aesthetic fused with Hilfiger’s signature East Coast heritage.

The TOMMYNOW runway also included looks from Spring 2017 *Hilfiger Collection*, the pinnacle of the women’s product offering.

TOMMYLAND

Inspired by the ultimate West Coast music and arts festival, over 3,000 guests – including 2,000 consumers and 1,000 press, buyers, VIPs and industry influencers – were invited to enjoy inspiring, unexpected fashion experiences. Guests had the chance to shop *Tommy Vintage* by Frankie Collective, get a taste of local Smorgasbord L.A. food trucks, take in a stunning panoramic view of TOMMYLAND from the Kamikaze and Landslide rides, and end the evening with surprise live music performances.

During the show finale Tommy and Gigi introduced eight-time Grammy award winner Fergie, who gave a show-stopping performance for the crowd of models, celebrities, press and consumers featuring her

biggest solo hits, including her new single M.I.L.F.\$, and chart toppers from the Black Eyed Peas. American soul Duo Lion Babe also played the TOMMYLAND stage with an incredible set of their chart-climbing hits.

Digital Commerce

TOMMYNOW is built on Hilfiger's vision to democratize fashion by delivering instant gratification to consumers through an ecosystem of immediately shoppable channels. This season the brand introduced new channels and next generation features, leveraging digital innovation to connect with global consumers in a personalized way that reflects how they live and shop today.

For the TOMMYNOW Spring 2017 show, Tommy Hilfiger became the first brand to launch 3D image recognition commerce on the runway, introducing a seamless and instant way to shop the TOMMYNOW runway. Consumers can use the custom branded TOMMYLAND SNAP:SHOP app designed in partnership with top visual search technology developer, Slyce, to shop from photos of 3D moving images, such as models walking the runway or product in store, or 2D images such as ad placements and editorial shots.

With rapid increases in image search queries and over three billion photos shared on mobile apps every day, image recognition commerce has incredible potential to change how consumers search and shop for the looks they love.

All Spring 2017 runway looks are available to purchase through the brand's global wholesale network and own retail channels, *tommy.com*, social media content and shoppable live stream. The OnDemand version of the live stream features commentary from global style influencers who curated their favorite looks in exclusive segments that bring their unique perspective to consumers shopping the show.

Models

The show was opened by supermodel **Gigi Hadid** and featured top models including Bella Hadid, Joan Smalls, Sara Sampaio, Hailey Baldwin, Stella Maxwell, Tami Williams, Romee Strijd, Devon Windsor, Lineisy Montero, Maartje Verhoef, Julie Hoomans and Luping Wang.

Front Row Guests

Front row guests included Tommy's wife, **Dee Hilfiger**, **Lady Gaga**, **Lewis Hamilton**, **Sofia Richie**, **Kaia** and **Presley Gerber**, **Lucky Blue Smith**, **Nash Grier**, Gigi's mother and father, **Yolanda Hadid** and **Mohammed Hadid**, her siblings **Anwar Hadid** and **Alana Hadid**

#TOMMYNOW
#TommyXGigi

Instagram: @TommyHilfiger
Snapchat: TommyHilfiger
Twitter: @TommyHilfiger
Facebook: Tommy Hilfiger

Date: Wednesday, February 8, 4:30 p.m. EST
Location: TOMMY LAND, Venice Beach, California

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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.

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