

TOMMY HILFIGER BRINGS THE CATWALK EXPERIENCE TO LIFE BEYOND THE RUNWAY EVENT WITH AUGMENTED REALITY

The TOMMYNOW “See Now, Buy Now” Fall 2017 fashion show took “See Now, Buy Now” runway commerce to new dimensions using Augmented Reality to immerse consumers in a personalized catwalk of curated and immediately shoppable looks.

AMSTERDAM, THE NETHERLANDS (October XX, 2017) – Tommy Hilfiger, which is owned by [PVH Corp.](#) [NYSE: PVH], announces the launch of a bespoke Augmented Reality (AR) commerce experience, in partnership with creative digital production company MediaMonks, taking the democratization of the runway to new dimensions. *TOMMY HILFIGER* becomes the first fashion brand to use AR technology to bring the catwalk experience to life outside of the TOMMYNOW experiential runway event, as consumers can shop key looks instantaneously using the cutting-edge technology.

The AR technology is integrated within the 3D image recognition commerce app TOMMYNOW SNAP, taking the consumer on a complete 360 degrees shopping journey. Using the AR functionality, app users can select key Fall 2017 *HILFIGER EDITION*, *HILFIGER COLLECTION* and *TommyXGigi* looks, and watch models bring the clothes to life on their private runway by projecting the camera of their mobile device onto any flat surface. Favorite looks can be saved to a wish list, which then links to the product detail page on [tommy.com](#) to immediately shop.

“Season after season, TOMMYNOW acts as an innovation incubator, breaking all the rules and disrupting the fashion industry with new authentic experiences for consumers around the world,” said Tommy Hilfiger. “As we continue our leadership role in democratizing the runway, we are driven by our passion to come up with new all-inclusive ways to involve and empower consumers, male and female, to take part in these unique experiences.”

“AR has now moved from the experimental to the essential, and iconic brands like *TOMMY HILFIGER* can now reach millions of users with the technology,” said Victor Knaap, CEO MediaMonks. “The TOMMYNOW SNAP app brought the exclusive experience of the London Fashion show to people in their living room, who could then share it with friends via social media. It’s the perfect example of how AR can help bring magic to the masses.”

Additionally, TOMMYNOW SNAP – developed in partnership with top visual search technology company Slyce – has evolved to instantly recognize all *TOMMY HILFIGER* men’s, women’s, kids and accessories styles. The app uses 2D and 3D image recognition technology that allows users to snap photos of models walking the runway, products in store, ad placements and editorial shots, and shop styles directly through [tommy.com](#). TOMMYNOW SNAP app installs have increased by more than 295% since last season and the new AR technology has quickly become one of its most popular features.

Since evolving into a one-of-a-kind Artificial-Intelligence-powered virtual stylist, TMY.GRL on Facebook Messenger - developed in partnership with [msg.ai](#) - has exchanged more than 325, 000 messages with consumers who are spending two to three times the interaction and engagement time with the chatbot versus other digital platforms. This season, as TOMMYNOW combined men’s and women’s on the runway for the first time, the chatbot became even more consumer-centric with the launch of TMY.BOY, which creates look recommendations for *HILFIGER EDITION* based on consumer preference and event occasion.

All technology introduced at TOMMYNOW forms part of Tommy Hilfiger’s wider digital strategy to integrate innovation for a seamless consumer journey and immersive brand experience. This includes the Store-of-the-Future concept, which builds on Tommy Hilfiger’s vision for the future of retail,

blending traditional shopping with interactive digital innovation, customization experiences, and a signature People's Place social setting.

Over 2,000 guests, including consumers, press, VIPs, buyers, and industry influencers, were invited to attend the Fall 2017 TOMMYNOW "ROCKCIRCUS" experiential runway event which built on Tommy Hilfiger's signature "See Now, Buy Now" format. In addition to both men's and women's collections, the show featured the third *TommyXGigi* collaborative capsule. All runway looks were available across an ecosystem of immediately shoppable channels in more than 70 countries.

#TOMMYNOW coverage is accessible through the brand's social media channels and online at tommy.com.

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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 135 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 35,000 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](#), [Olga](#) and [True&Co.](#) 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.