

**TOMMY HILFIGER ANNOUNCES WORLD CUP FINALIST SHOW JUMPER  
EDOUARD SCHMITZ AS BRAND AMBASSADOR FOR TOMMY HILFIGER EQUESTRIAN**

AMSTERDAM (NL) / ZURICH (CH) (JUNE 2023) — **Tommy Hilfiger, which is owned by PVH Corp. [NYSE: PVH], announces Swiss show jumper Edouard Schmitz as the new global brand ambassador for TOMMY HILFIGER Equestrian. Edouard, who most recently won the 2022 Grand Prix at the Dublin Horse Show and the 2023 Nations Cup of Switzerland with the team, joins American rider and brand ambassador Jessica Springsteen as the second member of the TOMMY HILFIGER Equestrian Riding Team.**

The *TOMMY HILFIGER Equestrian Spring/Summer 2023*, collection blends comfort and functionality with the brand's prep aesthetic. Traditional riding pieces feature sporty colors from hot magenta to coastal blue for an eye-catching finish in the arena, barn or ring. The classic *TH Monogram* is adorned with rhinestones and enhances rugs, fly veils and saddle pads for a refined finish.

"I am very much looking forward to working together and becoming part of the *TOMMY HILFIGER Equestrian Family*," said Edouard Schmitz. "The range allows me to compete with confidence and style, expressing my creativity while on the course and in the stable."

Edouard Schmitz, born in 1999, is a rising star of show jumping and competed for the Swiss national team at the 2022 World Cup, Nations Cup and 5\* Grand Prix, and qualified for the 2023 World Cup Final in Omaha, USA. The acclaimed rider joins *TOMMY HILFIGER Equestrian* sporting the team apparel for competition, training and leisure. Leveraging on his professional expertise, Edouard will support the development of the brand's technical and performance products.

"Edouard is a passionate competitor and a leading figure in the world of show jumping", said Tommy Hilfiger. "He is a rider who fuses equestrian elegance with timeless style, and we are excited to have him join the team."

*TOMMY HILFIGER Equestrian* collection is designed, produced, and distributed by Barney & Baxter AG, the official license partner for Europe and the Middle East, and is available online at [tommy-equestrian.com](http://tommy-equestrian.com) and at select wholesale partners throughout Europe and the Middle East.

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Friends and followers of the brand are invited to join the community and conversation on social media at #TommyHilfiger @TommyHilfiger and #TommyHilfigerEquestrian @thequestrianfamily.

High resolution images of Edouard Schmitz as Brand Ambassador of *TOMMY HILFIGER Equestrian* are available at the following link: [en.tommy-equestrian.com/pages/media](http://en.tommy-equestrian.com/pages/media).

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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 \$9.1 billion in 2022 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](https://www.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 one of the world's largest and most admired fashion companies, connecting with consumers in over 40 countries. Our global iconic brands include [Calvin Klein](#) and [TOMMY HILFIGER](#). Our over 140-year history is built on the strength of our brands, our team and our commitment to drive fashion forward for good. That's the Power of Us. That's the Power of PVH.

Follow us on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).

### About Barney & Baxter Ltd.

As a full-service company, Barney & Baxter has a profound knowledge and experience in product development and manufacturing of technically advanced sportswear. Barney & Baxter combines this expertise with its long-term know-how in marketing, sales, e-commerce and digital solutions to offer its partners and customers a modular, holistic and integrated range of services, that combine the digital and analogue world to create a unique experience. Barney & Baxter develops online and offline markets for sports and lifestyle fashion and brands and connects them with retail trade partners and end-customers: Modular. Holistic. Integrated. In partnership. The company is based in Thalwil near Zurich (Switzerland) - <https://barneyandbaxter.com/>, [@barneyandbaxtersports](#)

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