

SPRING/SUMMER 2022 TOMMY HILFIGER EQUESTRIAN COLLECTION LAUNCHES

AMSTERDAM (NL) / ZURICH (CH) (APRIL 2022) - Tommy Hilfiger, which is owned by [PVH Corp.](#) [NYSE: PVH], announces the launch of the Spring/Summer 2022 *TOMMY HILFIGER* Equestrian collection. Following the successful launch of the first Equestrian collection last year, the Spring/Summer 2022 season continues to celebrate the equine lifestyle, from training and sport to leisure. The collection is designed, produced and distributed by Barney & Baxter AG — official *TOMMY HILFIGER* Equestrian License Partner for Europe and the Middle East — and is now available online at tommy-equestrian.com, and at select wholesale partners throughout Europe and the Middle East.

The Spring/Summer 2022 collection offers a blend of elevated comfort, functionality and performance, fused with the brand's iconic Prep aesthetic. For the first time, the range includes a casual full-grip leggings with a wide V-shaped waistband, which provides the perfect fit and shaping effect. Technical all-season breeches — offered with both full grip or knee grip — now include a lightweight summer option made with a thinner elastic material, a waistband hook closure, and an additional safety button. To complete the look are sporty and stylish four-way stretch show jackets, functional polo shirts, hoodies and sweat jackets. The collection stays true to the brand's iconic heritage with a palette of red, white and blue, plus softer seasonal shades like radiant pink, sunset peach, royal berry and mercury marine.

In the spirit of “We train, we perform, we have fun,” the collection is brought to life by a campaign that highlights the unique qualities of the equestrian community and the empathetic connection between horse and rider. Building on a passion for horses, the campaign embodies the supportive nature the sport entails — whether it's casually cantering along the beach or winning a high-profile competition. The campaign was developed and implemented for the first time in collaboration with the Fédération Equestre Internationale (FEI) and will feature across *TOMMY HILFIGER* Equestrian and FEI's digital channels.

This year, *TOMMY HILFIGER* Equestrian also will appear as a partner or in the exhibition area at international equestrian events, including The Dutch Masters of 's-Hertogenbosch (NL), the CHIO Aachen (DE) the CHI de Genève (CH) as well as the CHI Classics Basel (CH), all of them top international equestrian events.

Friends and followers of the brand are invited to join the discussion on social media at #TommyHilfiger @TommyHilfiger and #TommyEquestrian @barneyandbaxtersports.

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High resolution images of the *TOMMY HILFIGER* Equestrian Spring/Summer 2022 collection and campaign are available at the following link: en.tommy-equestrian.com/pages/media

About TOMMY HILFIGER

TOMMY HILFIGER is one of the world's most recognized premium lifestyle brands, uplifting and inspiring consumers since 1985. Colliding the classic with the new to light up what's next, the brand boldly mixes prep style and Americana heritage with fresh perspectives drawn from pop culture to design memorable products and collections. Under Mr. Hilfiger's vision, *TOMMY HILFIGER* captures the playful alchemy needed to drive innovative and immersive consumer experiences. At the heart of the brand is the vision to Waste Nothing and Welcome All, an unwavering commitment to sustainability, inclusivity, diversity, and circularity that powers teams to create a better fashion industry.

Global retail sales of *TOMMY HILFIGER* products were almost \$7 billion in 2020. Across the *TOMMY HILFIGER* and *TOMMY JEANS* lifestyles, the collections include mens, womens and kids; footwear and

accessories; close to body; and a range of license product lines including eyewear, watches and fragrance. Part of PVH Corp., the Tommy Hilfiger Group is powered by more than 16,000 associates worldwide — boasting an extensive distribution network spanning 100 countries and more than 2,000 retail stores, including its largest global flagship store at tommy.com.

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 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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