

**TOMMY HILFIGER ANNOUNCES OLYMPIC MEDALLIST JESSICA SPRINGSTEEN AS
BRAND AMBASSADOR FOR TOMMY HILFIGER EQUESTRIAN.**

AMSTERDAM (NL) / ZURICH (CH) (NOVEMBER 2022) — Tommy Hilfiger, which is owned by [PVH Corp.](#) [NYSE: PVH], is pleased to announce the professional American equestrian, show-jumper, and Olympic medallist **JESSICA SPRINGSTEEN** as brand ambassador for **TOMMY HILFIGER Equestrian** in Europe, commencing 1 November 2022. Predominantly based in Belgium, Europe, Jessica represents the **United States Equestrian Team**, for whom she most recently won a silver medal in Team jumping at the **2020 Summer Olympics**, held in Tokyo in **2021**.

The ambassadorship sees Jessica partnering with Barney & Baxter Ltd., the official **TOMMY HILFIGER Equestrian** License Partner for Europe and the Middle East, and proudly wearing **TOMMY HILFIGER Equestrian's** sportswear for competition, training, and leisure. In addition, as a professional equestrian, Jessica will also support the further development of technical and performance products.

To celebrate this partnership, Jessica will star as the face of the upcoming campaign 'TOMMY HILFIGER Equestrian Family,' which focuses on the close-knit nature of the equestrian community; a community which is not only about performance but, just like the Hilfiger family itself, celebrates the joy of having fun together.

Furthermore, Jessica will be the figurehead and leader of Tommy Hilfiger Equestrian's new feature riders team, made up of selected riders from both professional and amateur sports, and together with the promotional models for the collections, will bring the **TOMMY HILFIGER Equestrian Family** to the community.

Jessica Springsteen expresses her own happiness at the opportunity to work together with **TOMMY HILFIGER Equestrian**: "I am excited to collaborate with **TOMMY HILFIGER Equestrian** and inspired by the thought of contributing to the further development of products in our wonderful sport!"

Martin Koller, CEO, Barney & Baxter Ltd., official **TOMMY HILFIGER Equestrian** License Partner for Europe and the Middle East, said: "In Jessica Springsteen, we have found our ideal brand ambassador: she's an animal lover who's passionate about what she does, and has natural inner and outer beauty. Known primarily for her professional skills, her effortless yet fashion-forward style, outstanding talent, and personal values, make her the perfect representative."

TOMMY HILFIGER Equestrian's approach to fusing fashion and performance is part of the brand's heritage; the collection offers a blend of elevated comfort and functionality fused with the brand's iconic Prep aesthetic. The ambassadorship with Jessica Springsteen reflects **TOMMY HILFIGER Equestrian's** strategic commitment to enter the equestrian community with exciting equestrian collections – functional, preppy, cool, and always with a twist – to unlock the full potential for the brand.

TOMMY HILFIGER Equestrian collection is designed, produced, and distributed by Barney & Baxter AG — official **TOMMY HILFIGER Equestrian** License Partner for Europe and the Middle East — and is available online at tommy-equestrian.com as well as 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 discussion on social media at #TommyHilfiger @TommyHilfiger and #TommyHilfigerEquestrian @thequestrianfamily.

High resolution images of Jessica Springsteen as Brand Ambassador of **TOMMY HILFIGER Equestrian** 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. 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 \$9.3 billion in 2021 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. 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 the growth platform for Calvin Klein and TOMMY HILFIGER. Through driving brand strength and relevance, we are connecting our global, iconic brands closer to where the consumer is going than ever before, today and with future generations. Guided by our values and enabled by our scale and global reach, we are driving fashion forward for good, as one team with one vision and one plan. That’s the Power of Us, that’s the Power of PVH+.

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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