**TOMMY HILFIGER TEAMS UP WITH ’47 FOR A LIMITED-EDITION CAPSULE OF ICONIC BASKETBALL CAPS**

*A power play in the brand’s sporting heritage, the exclusive collection spotlights caps for the*

*Boston Celtics, Chicago Bulls, Los Angeles Lakers, Miami Heat and New York Knicks.*

**AMSTERDAM, THE NETHERLANDS (FEBRUARY 2025)** **– Tommy Hilfiger, which is part of** [**PVH Corp.**](http://www.pvh.com/) **[NYSE: PVH]**, announces a game-changing collaboration of five basketball caps with ’47, a legendary name in sports lifestyle. Launching in February, the collector’s edition capsule is the ultimate fusion between the court’s iconic sporting culture and *TOMMY HILFIGER*’s signature American-prep aesthetic.

Inspired by his childhood love of sporting uniforms, Tommy Hilfiger introduced basketball design codes into his collections beginning in the ‘90s. As the sport’s influence permeated street culture, the brand was at the heart of the movement, embraced by celebrities including NBA players. The collaboration celebrates that enduring connection, reimagining classic team merchandise with a signature *Tommy* twist.

“Basketball is more than a game – it’s a cultural force that unites communities and inspires dreams,” said Tommy Hilfiger. “This collection celebrates the spirit of the sport, celebrating the grit and determination of the players, from street courts to stadiums. It’s a tribute to our deep connection with athletics, delivering timeless style for every step of the way.”

Starring a roster of New Yorkers, street-cast from the legendary West 4th Street Courts, the campaign taps into the heart of basketball culture. From a six-year-old fan to neighborhood players of all ages, it showcases the passion, diversity and community that make the game so much more than just a sport. Celebrating the unique stories and challenges that shape each player’s journey, it reflects the individuality that fuels their pursuit of greatness, both on and off the court.

The collection is a meeting of classic American style and storied NBA spirit. Archival color-blocking, varsity-inspired details, and a bold red, white and blue palette blend sporting culture with contemporary design. Each of the five caps is crafted in ’47’s signature 6-panel Clean Up silhouette with soft cotton twill for a polished finish. Leather team logos take center stage, while subtle touches like Ithaca stripe shirting linings add a lived-in edge.

The capsule will be available in select *TOMMY HILFIGER* retailers, on *tommy*.com, *47brand*.com, *nbastore.*com and wholesalers around the world.

Friends and followers of the brand are invited to join the conversation on social media using #TommyHilfiger, @TommyHilfiger and @47.

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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 billion in 2023 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 one of the world's largest 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.

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