**TOMMY HILFIGER AND TIMBERLAND PUSH THE BOUNDARIES OF ECO-INNOVATION IN SECOND *TOMMYXTIMBERLAND* DROP**

*The highly anticipated second drop of the TommyXTimberland collection forges a new vision for the future through design, eco-innovation and style.*

**AMSTERDAM, THE NETHERLANDS / STRATHAM, NEW HAMPSHIRE, USA**

**(NOVEMBER 2021)**  – Tommy Hilfiger, which is owned by [PVH Corp.](http://www.pvh.com/) [NYSE: PVH], and global outdoor work inspired brand Timberland announce the second drop of the Fall 2021 *TommyXTimberland* collection. The 48-piece *TommyXTimberland* Drop 2 collection will be available online at *tommy*.com, *timberland*.com and select *TOMMY HILFIGER* and Timberland® stores worldwide, as well as through select wholesale partners, beginning November 9, 2021. The Drop follows the success of Drop 1 in October, which saw pieces such as the menswear black hoodie and the womenswear yellow sweater dress sell out within 24 hours.

While Drop 1 of the *TommyXTimberland* collaboration celebrated the brand’s heritages and shared cultural influences, Drop 2 looks ahead to reshape the future by featuring more sustainable pieces that focus on pushing the boundaries of eco-innovation. This collection reinforces both brand’s deep commitment to building stronger communities and reducing the environmental footprint of the products by rethinking the production processes and sourcing more responsible, long-lasting materials.

The capsule focuses on five bold eco-innovations, which the *TOMMY HILFIGER* and Timberland teams plan to scale in future seasons:

* **Eliminating Waste:** The puffer jackets feature filling made from liability fabrics (surplus fabrics given a second chance) blended with at least 65% EcoLoft™, a bio-based and recycled down-like synthetic fiberfill visible through the translucent material.
* **Natural Dyes:** The parka is tinted with plant-based rice dye, derived from rice husks (waste from the food industry) to give it its vivid, saturated color.
* **Durable Materials:** Select jackets and pants are made with 100% recycled polyester and include long-lasting black label GORE-TEX, the best-in-class, highest performance technology in waterproof protection.
* **Responsible Natural Rubber:** The footwear’s outsoles are made from natural rubber that is not a product of rainforest deforestation, helping to protect wildlife biodiversity.
* **Regenerative Leather:** The black boots are made from leather sourced from farms that use regenerative practices to help soil absorb carbon, retain water and restore biodiversity – ultimately, helping to heal nature. (Other colors are made using Better Leather, from tanneries rated Silver by the Leather Working Group for best environmental practices).

“This collaboration is a big celebration of what partnership and a shared determination to expand new horizons can achieve,” said Mr. Tommy Hilfiger. “We took the best of our designs and the best of our sustainability knowledge and brought it all to the table for a collection that really pushes the needle. We looked at different elements of our designs and said ‘how can we do this better?’ The whole collection is about looking forward and shaping the future we want to see for the next generation.”

“We wanted to push the boundaries of our iconic archival pieces by intensifying our focus on eco-innovation,” said Christopher Raeburn, Global Creative Director of Timberland. “This is a big step in our journey to drive innovation and progress in pursuit of a more green and equitable future – one where we strive to not only do less harm, but have a positive impact on nature. We hope to inspire the industry as a whole to work together and move the world forward.”

The campaign for Drop 2 stars the team at creative agency ONLUNCHBREAK, a New York City collective founded by Director Thuan Tran that aims to bring young talented minds together and change the culture of film making and advertising. Shot by local photographer Tyler Kohlhoff (@tylerkohlhoff) as well as videographer and digital disruptor Malt Disney (@MaltDisney), the visuals come together to bring to life the collection story of a bold and reimagined future.

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

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**About Tommy Hilfiger**

With a brand portfolio that includes *TOMMY HILFIGER* and *TOMMY JEANS*, 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, swimwear, socks, small leather goods, home goods and luggage. The *TOMMY JEANS* product line consists of jeanswear and footwear for men and women, accessories, and fragrance. Merchandise under the *TOMMY HILFIGER* and *TOMMY JEANS* brands is available to consumers worldwide through an extensive network of *TOMMY HILFIGER* and *TOMMY JEANS* retail stores, leading specialty and department stores, select online retailers, and at *tommy*.com.

Tommy Hilfiger’s mission is to become a leading sustainable designer lifestyle company that “Wastes Nothing and Welcomes All,” through how it creates its product, manages its operations, and connects with its communities and stakeholders. More information about Tommy Hilfiger’s social and environmental sustainability journey, which is powered by PVH’s [*Forward Fashion*](http://responsibility.pvh.com/) strategy, can be found on <https://global.tommy.com/en_int/about-us-corporate-sustainability>.

**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*](https://teameu.pvh.com/ct/,DanaInfo=cts.businesswire.com,SSL+CT?id=smartlink&url=http%253A%252F%252Fwww.calvinklein.us%252Fen&esheet=52246768&newsitemid=20200708005182&lan=en-US&anchor=CALVIN+KLEIN&index=2&md5=cf1e6bd69b32f3efa2538f8c8e2f68e5)and[*TOMMY HILFIGER*](https://teameu.pvh.com/ct/,DanaInfo=cts.businesswire.com,SSL+CT?id=smartlink&url=http%253A%252F%252Fusa.tommy.com%252Fen&esheet=52246768&newsitemid=20200708005182&lan=en-US&anchor=TOMMY+HILFIGER&index=3&md5=e793ed00f476f29626ed0711c40e625c). 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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**About Timberland**

[Timberland](https://nam02.safelinks.protection.outlook.com/?url=https%25253A%25252F%25252Fwww.timberland.com%25252F&data=04%25257C01%25257CLeslie_Grundy%252540vfc.com%25257Cc5c472819fc84a3baef608d8eef571a9%25257C7d97f40069b44df4a009c9806ec70783%25257C0%25257C0%25257C637522085261752433%25257CUnknown%25257CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%25253D%25257C1000&sdata=BIOVd10GuMGal1lL%25252BoPKi9A2tQbwu2JrH2YflgzgrF4%25253D&reserved=0) is a global outdoor and work inspired brand that’s on a mission to inspire and equip a new generation to step outside, work hard together and move the world forward. Based in Stratham, New Hampshire, Timberland also has international headquarters in Stabio, Switzerland and Shanghai, China. Best known for its original yellow work boot introduced in 1973 to take on the harsh elements of New England, Timberland today offers a full range of footwear, apparel and accessories made with eco-conscious innovation for people who share the brand’s passion for enjoying – and protecting – Nature.

At the heart of the Timberland® brand is a vision for a more green and equitable future. This comes to life through a decades-long commitment to make products responsibly, protect the outdoors, and strengthen communities around the world. The brand has committed to plant 50 million trees worldwide by 2025 and has a bold vision for its products to have a net positive impact on nature by 2030, giving back more than they take. To share in Timberland’s mission, visit a Timberland® store, timberland.com or follow @timberland or @timberlandpro. *Timberland is a VF Corporation brand.*

**About VF Corporation**

Founded in 1899, VF Corporation is one of the world’s largest apparel, footwear and accessories companies connecting people to the lifestyles, activities and experiences they cherish most through a family of iconic outdoor, active and workwear brands including Vans®, The North Face®, Timberland® and Dickies®. VF’s purpose is to power movements of sustainable and active lifestyles for the betterment of people and planet. We connect this purpose with a relentless drive to succeed to create value for all stakeholders and use our company as a force for good. For more information, please visit vfc.com.