

TOMMY HILFIGER UNVEILS PATRICK SCHWARZENEGGER AND ABBY CHAMPION AS THE FACES OF FALL 2024 CAMPAIGN

Set against the iconic backdrop of New York City, the campaign features the newly engaged Hollywood couple, embodying the spirit of American optimism.

AMSTERDAM, THE NETHERLANDS (SEPTEMBER 2024) – Tommy Hilfiger, which is owned by [PVH Corp.](#) [NYSE: PVH], announces upcoming *White Lotus* star Patrick Schwarzenegger and his supermodel fiancée Abby Champion are the faces of the *TOMMY HILFIGER* Fall 2024 campaign. The campaign showcases new seasonal essentials reimagined with the vibrant energy of New York City.

Dressed in contemporary interpretations of timeless transitional pieces, the campaign offers a glimpse into the lives of the fashionable young couple. Their undeniable chemistry is captured in a series of portraits that reflect their successful careers, distinctive style, and, above all, their interpretation of "forever and ever." With charisma and sophistication at the forefront, the collection ushers in a new era of classic American style and understated elegance.

"Patrick and Abby embody the next generation's power couple," said Tommy Hilfiger. "Their deep connection, mutual bond, and unwavering support for one another capture the spirit of optimism that has always fueled our brand. With this campaign, I'm excited to introduce a new era of classic prep style, viewed through the aspirational lens of this remarkable duo."

"This campaign felt like an intimate and genuine reflection of our relationship so far," said Patrick Schwarzenegger. "I always feel my best when Abby is by my side, and wearing Tommy's latest collection, we felt comfortable, relaxed, and classic. It's a timeless campaign, and we look forward to a lifetime together."

"I'm used to working around the world, so to shoot with Patrick and Tommy in New York felt like coming home", said Abby Champion. "Over the years Tommy has redefined the city's style by mixing heritage with modern. Each piece had a familiar and reassuring feeling, enhanced with elevated fabrics and contemporary style."

Patrick Schwarzenegger and Abby Champion, who began dating in 2015, quickly became one of Hollywood's most fashionable young couples. Throughout their relationship, the soulmates have supported one another, both in their careers and personal lives. Champion continues to be a sought-after model, gracing international runways and featuring in top fashion magazines, while Schwarzenegger's acting career is on the rise with his much-anticipated role in *White Lotus* Season 3 and Ryan Murphy's *American Sports Story: Aaron Hernandez*. The couple was captured in uplifting and effortless portraits by Alasdair McLellan.

The Fall 2024 collection is inspired by New York, the epitome of classic American style, infusing the city's distinctive energy with a signature *Tommy* twist. Upholding the tradition of incorporating athletic elements, the range of casual sportswear offers contemporary updates on timeless silhouettes, such as sharply tailored chinos, sophisticated cable-knits and reimagined polos. Key pieces for the season include a modernized camel wool coat, an oversized puffer in an elegant plaid pattern, and polished pea coats in navy, alongside bombers featuring varsity-inspired accents. Soft sweaters, classic Oxford shirts and precisely tailored blazers are designed for effortless layering, whilst loafers and sleek Chelsea boots offer versatile, everyday sophistication.

The Fall 2024 collection will be available on [tommy.com](#), in *TOMMY HILFIGER* stores worldwide and through select wholesale partners throughout the season. Friends and followers of the brand are invited to join the conversation on social media using [#TommyHilfiger](#) and [@TommyHilfiger](#).

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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 \$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 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.

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