

PRESS RELEASE

**TOMMY HILFIGER, MERCEDES-AMG PETRONAS FORMULA ONE TEAM**

**AND AWAKE NY LAUNCH COLLABORATION AT MIAMI GRAND PRIX**

*The partnership strengthens the bonds between the racing and fashion worlds while giving a platform to underrepresented communities.*

**AMSTERDAM, THE NETHERLANDS (May 2023)** – Tommy Hilfiger, which is owned by [PVH Corp.](http://www.pvh.com/) [NYSE: PVH], announces together with Mercedes-AMG PETRONAS Formula One Team that New York streetwear brand Awake NYhas co-created the new *Tommy x  Mercedes-AMG F1 x Awake NY* collection and campaign. Launching on May 4th ahead of the Miami Grand Prix, the collection combines Awake NY’s founder Angelo Baque’s street-style sensibility with *TOMMY HILFIGER*’s signature prep aesthetic to create a range of motorsport-inspired lifestyle icons that dares to be different.

“I have been an F1 fan since I was a kid, and we’ve been breaking conventions in our partnerships with the sport since the ‘90s” said Tommy Hilfiger. “With this collaboration, we wanted to continue to innovate with both design and an inclusive spirit to create a bold new perspective for the next generation of race-goers.”

Angelo Baque, an immense admirer of Lewis Hamilton and fan of Formula 1, was able to lend his design values and ethos to the community, culture and city of Miami in celebration of its Grand Prix weekend. The collection presents a fresh new vision of Formula 1, where perspectives collide, inspiration is sparked, and everybody is welcome to join the ride.

“My visit to the *Tommy* archive sparked the nostalgia of my youth and inspired much of my approach to this collection,” said Angelo Baque. “My desire was to authentically interpret streetwear and Americana. Never in a million years did I think this Ecuadorian kid from Queens, NY, would be designing pieces proudly worn by Lewis Hamilton, George Russell and Mercedes-AMG F1. Seeing Tommy, Lewis and myself working together on this project is important for the younger versions of ourselves to understand representation matters.”

The campaign follows stories of the grit, determination and spirit that inspired seven-time champion and F1 legend Lewis Hamilton, Grand-Prix winner George Russell and Awake NY’s Angelo Baque, as well as Mr. Tommy Hilfiger, on their individual journeys. Photographed by Adrienne Raquel and with videography by Anthony Prince Leslie, it features Mick Schumacher as a partner of Tommy Hilfiger and the Mercedes-AMG F1 team.

Reflecting the values of the *People’s Place* program, a Tommy Hilfiger initiative that aims to give opportunity to underrepresented communities in the creative industry, the collaboration will work with Creatives Want Change (CWC), inviting BIPOC participants to attend the race in Miami on May 7th. Danae Harrison, Dayne Thompson and Donald Whorley from CWC will work closely with Angelo Baque on the grid before the race, exploring how the collaboration evolves, from concept to production.

“Change is an inevitable part of both sport and life. As a team, we understand the importance of embracing this on and off the track to continually innovate, inspire and tackle the challenges presented to us,” said Toto Wolff, CEO and Team Principal of the Mercedes-AMG PETRONAS F1 Team. “We’re proud to celebrate these shared values through this collaboration; not only creating an iconic collection but by supporting and highlighting creators from underrepresented communities.”

The *Tommy x Mercedes-AMG F1 x Awake NY* collection of seven gender-inclusive styles reinvents archival staples with inspirations from racing and NYC street aesthetics. The essence of Americana is brought to Formula 1 in a classic baseball jersey, while a T-Shirt dedicated to the Miami Grand Prix comes in diva pink, electric blue lemonade and black options. The *Tommy,* Awake NY and Mercedes-AMG PETRONAS F1 Team logos feature across long-sleeves, polos, baseball jerseys and rugby shirts. T-shirts and baseball jerseys display the drivers’ racing numbers, with Lewis Hamilton’s 44 and George Russell’s 63, while a special Awake NY tribute references ’85, the year Tommy Hilfiger was launched. Colorways include *Tommy*’s signature red, white and blue, while the Mercedes-AMG F1 pieces showcase the core team palette of black and white highlighted with volt green.

“Since the beginning of our partnership in 2018, we have continually pushed the boundaries of what is possible by creating bold ranges, highlighting causes important to both organizations, and sharing incredible stories.” added Richard Sanders, Chief Commercial Officer of the Mercedes-AMG PETRONAS F1 Team. “This innovative campaign is the next step, reflecting the work of important initiatives such as the *People’s Place* program and *Accelerate 25*, whilst creating an eye-catching collection.”

The collection will be available at *Tommy*.com, shop.mercedesamgf1.com, select *TOMMY HILFIGER* stores and designated tracks over upcoming Grand Prix weekends.

Friends of the brand are invited to join the community and conversation on social media using #TommyHilfiger, #TommyxMercedes-AMGF1xAwakeNY 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 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 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://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fcalvinklein.com%2F&esheet=52843237&newsitemid=20220830005952&lan=en-US&anchor=Calvin+Klein&index=1&md5=4d35a22fd7bccf8a0b93fdb0fb19ed94%22%20\t%20%22_blank) and [*TOMMY HILFIGER*](https://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fusa.tommy.com%2Fen&esheet=52843237&newsitemid=20220830005952&lan=en-US&anchor=TOMMY+HILFIGER&index=2&md5=f8d9af6e99f13f93d00639f085c148b3%22%20\t%20%22_blank)*.* 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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