**TOMMY HILFIGER AND CLOT ANNOUNCE COLLECTION**

**CELEBRATING THE YEAR OF THE DRAGON**

*Icons of the East and West come together to mix American prep with Chinese streetwear for the Lunar New Year.*

**AMSTERDAM, THE NETHERLANDS (AUGUST 2023)** –Tommy Hilfiger, which is owned by [PVH Corp.](http://www.pvh.com/) [NYSE: PVH], announces a Lunar New Year collection and campaign with visionary streetwear pioneers CLOT to mark the start of the Year of the Dragon. Released as part of a celebration of CLOT’s 20th anniversary, *Tommy X CLOT is* an energized expression of *TOMMY HILFIGER*’s Classic American Cool DNA remixed with Chinese youth culture, creating a collection of bold new classics expressing the dragon’s strength, luck and success.

In a meeting of East and West, the archives of iconic American brand *TOMMY HILFIGER* were opened to CLOT, the pioneering Chinese fashion label founded as the brainchild of Edison Chen. With the connectivity of chosen family at the center of both brands’ DNA, the collaboration is inspired by the positivity and collective success found in the Lunar New Year.

“This is a collection for those celebrating the Year of the Dragon all around the globe,” said Tommy Hilfiger. “A colorful and lively tribute to the creative spirit that’s sparked when different cultures come together and push each other forward.”

The 23-piece collection takes iconic pieces from the *TOMMY HILFIGER* archives and remixes them with the edge of Asian youth culture. Classic American Cool brand signatures are disrupted through CLOT’s East-meets-West sensibility. Highlights include a reversible bomber featuring red, white and blue on one side and a *Tommy X CLOT* monogram on the other. An elevated take on a tracksuit comes in joyous red, while a rugby shirt is updated with both classic and nylon stripes. A crewneck is emblazoned with a dragon print symbolizing fearlessness and strength, while the rugby sweater and cardigan are lined with the CLOT stripe. Prep staples including a blazer, chino and archive shirt feature the collaboration logo.

“When I was a kid growing up in Hong Kong, I used to read American hip-hop magazines that showed my favorite artists in *Tommy*’s loud prep,” said Edison Chen. “I wanted to be part of that. I am so thrilled to lend our culture to this collection, putting its spirit and meaning into the design. The most interesting part was communicating the feeling of the dragon, its power and success, in a way that is true.”

The campaign reflects a feeling of community, belonging and optimism felt during Lunar New Year around the globe. Focusing on a group of friends who have made a new home abroad, it follows the chosen family as they create new traditions in New York, their adopted city. Connected through a state of mind, the cast embodies the feeling that family can be anyone you keep close to you.

First established in 2003, CLOT is a pioneering streetwear label conceived by Edison Chen from the desire to bridge East and West through thoughtfully designed apparel and goods. The brand takes its Chinese roots to a worldwide stage, modernizing, reinterpreting, and splicing motifs from traditional Chinese culture with bold graphics, exaggerated silhouettes, and a dynamic energy reflective of the new youth of Asia. CLOT's vision for a borderless culture of streetwear is further manifested in JUICE, a fashion and lifestyle retailer that expresses an all-encompassing aesthetic through its curation of apparel, home goods, and more.

The *Tommy x CLOT* collection was previewed in October at Shanghai Fashion Week. The collection launches in China with an exclusive at T-Mall on January 7, 2024, and globally on January 11th. The collection will be available at select *TOMMY HILFIGER* stores and wholesalers, at select JUICE retail locations, juicestore.com and on *tommy*.com.

Join the *TOMMY HILFIGER* community on social media via @TommyHilfiger, @CLOT, #TommyHilfiger and #TommyxCLOT.

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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 $9.1 billion in 2022 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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**About CLOT®**

First established in 2003, CLOT is a pioneering streetwear label and the brainchild of Edison Chen. Conceived from the desire to bridge East and West through thoughtfully-designed apparel and goods, the brand takes its Chinese roots to a worldwide stage, modernizing, reinterpreting, and splices motifs from traditional Chinese culture with bold graphics, exaggerated silhouettes, and a dynamic energy reflective of the new youth of Asia. CLOT has since partnered with the likes of adidas, Bang & Olufsen, Coca-Cola, fragment design, Medicom Toy, Nike, Rimowa, Supreme, Stüssy, sacai and visvim to create sold-out collaborations, solidifying its international presence in the process.

CLOT's vision for a borderless culture of streetwear is further manifested in JUICE, a fashion and lifestyle retailer that expresses an all-encompassing aesthetic through its curation of apparel, home goods, and more. Located in major cities around the world, JUICE can be found in Hong Kong, Shanghai, Chengdu, Guangzhou, Taipei, Taichung, Los Angeles, and online.