

TOMMY HILFIGER ANNOUNCES THE RETURN OF THE TOMMY JEANS INTERNATIONAL GAMES COLLECTION

Stars from the world of sports including Stefon Diggs, Deja Kelly, Aori Nishimura and Mick Schumacher form a modern-day Team Tommy showcasing a collection of reimagined prep icons.

AMSTERDAM, THE NETHERLANDS (APRIL 2024) – Tommy Hilfiger, which is part of [PVH Corp.](#) [NYSE: PVH], announces the *TOMMY JEANS* International Games collection and campaign which boldly reimagine its sporting and collegiate roots. The collection of timeless athletic classics is a contemporary reinterpretation of the ‘International Games’ capsule that celebrated global sport coming to Atlanta, USA, in 1996.

“The sporting calendar sets the cultural pulse for the year – and 2024’s shaping up to be amazing.” said Tommy Hilfiger. “We’re building on our legacy of working with pioneers in sport and reimagining timeless American icons through an archival lens.”

As part of a blockbuster year of sports, the cast of next-generation athletic icons features All-Pro NFL wide receiver Stefon Diggs, stand-out college basketball guard Deja Kelly, star of the all-Japan skateboarding association Aori Nishimura and Formula 1™ driver and current member of Mercedes-AMG Petronas F1 Team Mick Schumacher. Photographed by Juanita Richards, the international collective is captured enjoying downtime in an American collegiate setting bringing their optimistic perspective to Classic American Cool.

The 41-piece collection of modernized classics includes men’s, women’s and gender-inclusive track-inspired styles including color-blocked shorts, warm-up jackets and running singlets. The collection’s palette combines *TOMMY HILFIGER*’s signature red, white and blue with yellow, black and green from the union of continents in the sporting world. Highlights include an iconic rugby with shoulders and arms striped in the collection’s palette. An archive varsity jacket is given an all-new spin in tactile cord, while a Chicago sailing jacket is modernized inspired by the layout of a vintage regatta windbreaker. Echoing classic basketball jerseys and slam-dunking with a modern spirit, a men’s mesh top is emblazoned with *TOMMY 85*.

The *TOMMY JEANS* International Games collection will be available from April 4, 2024 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 #TommyJeans and @TommyJeans.

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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 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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