

TOMMY HILFIGER TAKES STRAY KIDS TO NEW YORK CITY SKYLINE FOR FALL 2024 CAMPAIGN

Launching a collection of distinctly New York autumn visuals, the K-pop boyband showcases their signature style atop the city's rooftops.

AMSTERDAM, THE NETHERLANDS (AUGUST 2024) – Tommy Hilfiger, which is part of [PVH Corp.](#) [NYSE: PVH], brings global phenomenon Stray Kids to new heights in an undeniably New York City campaign to present the *TOMMY HILFIGER* Fall 2024 collection.

The campaign, set against the backdrop of the NYC skyline, showcases K-pop superstars in modernized prep classics, redefining the essence of dreaming big. With the eight group members embodying the dynamic confidence that ties the brand to its roots, the campaign is a tribute to the notion that there's no place like home — especially New York City. It encapsulates the vibrancy, confidence, and ambitious spirit central to the *TOMMY HILFIGER* narrative.

"Tommy Hilfiger is an American style icon," said Stray Kids. "Each time we visit he helps us to feel at home through his timeless prep style - it makes us feel that anything is possible. We're so excited for our fans to see us on top of the world in this iconic New York campaign."

"New York City's skyline is the ultimate stage for an iconic pop culture moment," said Tommy Hilfiger. "For our third campaign with Stray Kids, we took them to higher grounds - capturing them above the city that has inspired me from the start was the ideal way to highlight their distinctive style, which perfectly embodies the vibrant energy of New York."

The Fall 2024 collection is inspired by New York City, the home of classic American style, channeling the city's unique spirit and reinterpreting it with a distinctly *Tommy* twist. Continuing a tradition of working athletic details into each collection, the assortment of casual sportswear presents contemporary takes on classic silhouettes including sharply tailored chinos, refined cable-knits and refreshed polos. New season highlights include a modernized wool coat in camel as the ultimate layering piece, an oversized puffer in elegant plaid, as well as polished pea coats in deep navy and bombers with varsity-inspired details. Soft sweaters, classic Oxford shirts and expertly cut blazers are crafted to layer, whilst loafers and sleek Chelsea boots are a statement of versatility and everyday elevation. Effortless but impactful, it's a modern take on the timelessly cool, but undeniably NYC and undeniably *Tommy*.

Global K-pop sensations Stray Kids are taking the world by storm with the recent release 'ATE', solidifying their internationally acclaimed stardom with their fifth consecutive Number 1 on the *Billboard* 200. The group builds on their long-standing status as part of the *Tommy* family, having previously starred in the *TOMMY HILFIGER* Fall 2023 and Spring 2024 campaigns. Shot in the brand's iconic red, white and blue, band members Bang Chan, Lee Know, Changbin, Hyunjin, HAN, Felix, Seungmin, and I.N were photographed in effortless and uplifting portraiture by Alisdair McLellan.

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](#), [@TommyHilfiger](#) and [@RealStrayKids](#).

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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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