**TOMMY HILFIGER BRINGS TOGETHER FASHION & MUSIC ROYALTY**

**FOR FALL 2023 CAMPAIGN**

*The campaign features a multi-generational cast of five self-made iconic American families*

*led by Quincy Jones, SZA, Paloma Elsesser, Amber Valletta and Devon and Steve Aoki*

**AMSTERDAM, THE NETHERLANDS (AUGUST 2023)** –Tommy Hilfiger, which is owned by [PVH Corp.](http://www.pvh.com/) [NYSE: PVH], brings the brand back to its roots for Fall 2023 with a campaign reinterpreting its inclusive perspective on family; red, white and blue DNA; and optimistic take on modern Americana. The multi-generational cast features the families and friends of Quincy Jones, SZA, Paloma Elsesser, Amber Valletta and Devon and Steve Aoki who wear the new *TOMMY HILFIGER* Fall 2023 collection – characterized by timeless prep styles and Classic American Cool.

“This campaign is an all-out celebration of our brand values of belonging and inclusivity with a focus on family,” says Tommy Hilfiger. “We’ve brought together a cast of uniquely talented friends and family whose deep bonds and unwavering support of one another reminds me of the powerful relationships I have with my loved ones.”

The Fall 2023 collection provides a modern vision of style inspired by both escapes to the great outdoors and *TOMMY HILFIGER*’s Classic American Cool prep essentials. Outerwear is at the heart of the collection with the New York puffer offering a modern perspective to the original puffers of the ‘90s, which captured the attention of youth cultures of the decade with bold branding, bright colors and oversized shapes. Taking a contemporary look at heritage styles and archival silhouettes, established brand signatures are given a playful remix across the collection, including the original *Tommy* Tartan, red, white and blue, global stripe and *TH Monogram*.

Captured in their natural elements, the campaign families are lensed to portray the richness of their personalities, interactions and environments. Friendships, communities and cultures come together in intimate, personal portraits that embrace a sense of optimism and shared joy.

**Quincy Jones with family**

Legendary producer, Quincy Jones, is a musical icon and 28-time GRAMMY Award® winner. He and his family have long been at the forefront of culture, music and style, including a deep history with the *TOMMY HILFIGER* brand. In the early ‘90s, his daughter Kidada worked closely with Tommy himself on the launch of *TOMMY JEANS*, creatively guiding the brand towards innovation and cultural relevance. The iconic family wear the elevated prep of the *TH Collection* shot at a classic American home.

Quincy Jones is joined by 21 of his family members including his seven children: Kidada, Rashida, Kenya Kinski-Jones (along with her partner Will Peltz and their dog Banksy), Jolie, Rachel, Quincy Jones III and Tina; his six grandchildren: Renzo, Eric, Jessica, Nea, Sunny Levine with his wife Abby, and Donovan McClain with his wife Mary; his 2 great-grandchildren: Billy Basie Levine and Tesla McClain and his niece Hope Relan along with her two children, Lucki and Ram Relan.

**SZA with family and friends**

Academy Award® nominee, GRAMMY® and multiple Billboard Music Awards, MTV VMA and BET Awards winner, SZA is a distinct force in contemporary music. As she continues to break records with her latest masterpiece, SOS, SZA is joined by friends and loved ones in a quintessentially American household. Feeling at home in classic American denim, SZA and her friends represent the future of music and the aspirations of Americana.

Featuring SZA, her mother Audrey Rowe, father Abdul Mubarak-Rowe, niece Savannah Rowe, as well as her loved ones Amber Wilson, Madeline Miller, MeLisa Heath and Nova Harmon.

**Paloma Elsesser with family and friends**

Face of fashion, Paloma Elsesser, along with her family and friends, represent a return to Americana as they head for the great outdoors. The family enjoys a cabin weekend in seasonal outerwear including contemporary perspectives on the puffer and padded tartan overshirts. Sage Elsesser wears the hero New York Check Puffer in classic red, white and blue – featuring a remix of the classic *Tommy* Tartan.

Siblings Paloma, Sage, Ama and Kanyessa McMahon are featured alongside their mother Anedra Shockley-Elsesser, grandmother Audrey Shockley, nephew Daschel McMahon and friend Maurice Remy Weise. Paloma is an American model who walked in the *TOMMY HILFIGER* Fall 2022 show at New York Fashion Week, while Audrey Shockley, Anedra Shockley-Elsesser and Ama Elsesser starred in the Holiday 2021 campaign. Sage Elsesser is a skateboarder, rapper, record producer, visual artist and model.

**Amber Valletta with family**

Icons of fashion, Amber Valletta and her family, are captured celebrating moments of togetherness as they return home for the weekend. The family wear lightweight layers from the essential classic American cool wardrobe. Timeless silhouettes including the Oxford shirt, chinos and navy blue blazer form the foundation of a bold and elevated preppy style.

The images feature Amber Valletta and Teddy Charles along with Amber’s son, Auden, and Teddy’s children, Raphaël and Talulah. Other members of the family include Amber’s mother, Teresa, and her husband, Robert. Amber is an American supermodel and actor, appearing on the cover of American *Vogue* 17 times and starring in several blockbuster films. Teddy is a renowned hairstylist and works with a variety of fashion brands and editorial publications.

**Devon and Steve Aoki with family**

Pioneers of music and fashion, model and actor Devon Aoki and GRAMMY nominated DJ and Producer Steve Aoki are joined by kids and close-knit family as they spend time together on the Malibu coast. The modern family guard against the elements in the embracing layers of the *Tommy x Pendleton* collaboration and contemporary takes on classic puffer jackets.

The images feature siblings Devon and Steve Aoki, their brother Kyle, niece Bella, Devon’s kids Hunter, Alessandra, Eleanor and Evelyn, Devon’s mother Pamela Price and half-sister Ellie Price.

**Campaign Credits**

Photography by Renell Medrano

Styling by Carlos Nazario

The Fall 2023 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 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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