

PRESS RELEASE

**TOMMY HILFIGER AND MERCEDES-AMG PETRONAS FORMULA ONE™ TEAM
LAUNCH LIMITED-EDITION COLLECTION WITH CLARENCE RUTH**

The collaboration fuses 'Tommy Hilfiger's' signature prep with the cutting-edge power of Mercedes-AMG F1 Team and puts emerging designer Clarence Ruth in the driver's seat.

AMSTERDAM, THE NETHERLANDS (June 2024) – Tommy Hilfiger, which is part of [PVH Corp.](#) [NYSE: PVH], announces a limited-edition capsule in collaboration with Mercedes-AMG PETRONAS Formula One™ Team and New York City-based artist, author and designer Clarence Ruth.

The collaboration gives Ruth the wheel, allowing him to share his interpretation of *TOMMY HILFIGER's* style and merge it with the bold innovation that comes from the world of Mercedes-AMG F1™. Further building on this fashion and motorsports legacy, the line will launch at the Barcelona Grand Prix and be worn by Mercedes-AMG Formula One™ Team drivers George Russell and Lewis Hamilton over the June 21-23rd weekend.

“Designing this collection challenged me to step outside my comfort zone and think more creatively,” says Clarence Ruth. “I usually design tailored pieces, so with sports being at the base of this collection, I had to think a little more outside the box. It’s been an incredible journey collaborating with the Tommy Hilfiger and Mercedes-AMG F1™ teams, selecting colors and finalizing designs. I feel blessed.”

“Clarence Ruth is a force to be reckoned with,” says Tommy Hilfiger. “It’s been incredible watching him grow since we started working together during the *TOMMY HILFIGER* New Legacy Challenge back in 2022. This is a collection that blurs the lines of fashion and motorsports through Ruth’s visionary lens. Today’s classics, inspired by tomorrow’s talent.”

The 10-piece motorsport-inspired lifestyle collection is infused with heritage and shaped by the future. Ruth proves he’s an innovative thinker with pieces like a color-blocked varsity jacket, embroidered chino pants and soccer jerseys featuring the drivers’ racing numbers in the sporty capsule. A care label-inspired print resembling the dashboard of a Formula One™ car is spotlighted on a T-Shirt while an all-new ice-hockey jersey joins the lineup of fashion-meets-sports silhouettes. All pieces from the collaboration sport logos from *TOMMY HILFIGER*, Mercedes-AMG F1™ team and Cotte D’Armes, Ruth’s fashion label.

The brand started working with Clarence Ruth after winning the *TOMMY HILFIGER* New Legacy Challenge in 2022. Created in partnership between Tommy Hilfiger’s *People’s Place* Program and Harlem’s Fashion Row, the New Legacy Challenge was created to support emerging Black, Indigenous and People of Color (BIPOC) designers on a global scale. With support and mentorship from the Tommy Hilfiger team and friends of the brand, the program asks participants to reimagine six iconic styles during the challenge.

Photographed by Micaiah Carter, the campaign showcases George Russell and Lewis Hamilton in candid shots alongside a three-part docuseries titled “What It Takes”. The series, also featuring Clarence Ruth, delves into Tommy Hilfiger’s and the Mercedes-AMG F1™ Team’s mutual dedication to progress.

Drawing parallels between high-fashion and high-performance, the campaign explores themes of risk, failure, innovation and equality for driver and designer alike.

The *Tommy X Mercedes-AMG F1™ X Clarence Ruth* collection will be available at Tommy.com, shop.mercedesamgf1.com, and select *TOMMY HILFIGER* stores.

Friends of the brand are invited to join the community and conversation on social media using [@TommyHilfiger](https://twitter.com/TommyHilfiger) and [#TommyHilfiger](https://www.instagram.com/TommyHilfiger).

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About *TOMMY HILFIGER*

TOMMY HILFIGER is one of the world's most recognized premium lifestyle brands, welcoming and inspiring consumers since 1985. Originally established in New York City and infused with the spirit of Americana, the brand is defined by its Classic American Cool roots and red, white and blue DNA. Inspired by a relentless pursuit of writing new rules for American fashion and pop culture, *TOMMY HILFIGER* creates the modern uniform for an aspirational lifestyle. Always refreshing the codes of American style, the brand is known for its Sportswear and Denim collections of classics made modern. Tommy Hilfiger remains our Principal Designer and provides leadership and direction for the design process. Global retail sales of products sold under the *TOMMY HILFIGER* brands, including sales by our licensees, were approximately \$9.1 billion in 2022.

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](https://www.calvinklein.com) and [TOMMY HILFIGER](https://www.tommyhilfiger.com). Our 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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