***TOMMY HILFIGER* CELEBRATES ICONIC STYLE WITH SPRING 2022 “MAKE YOUR MOVE” BRAND CAMPAIGN**

**AMSTERDAM, THE NETHERLANDS (MARCH 2022)** – Tommy Hilfiger, which is owned by [PVH Corp.](http://www.pvh.com/) [NYSE: PVH], introduces the Spring 2022 “Make Your Move” brand campaign, featuring Grammy-winning, Golden Globe and Emmy nominated performer Anthony Ramos. The campaign is a vibrant clash of modern prep styles from the Spring 2022 *TOMMY HILFIGER* collection with Anthony’s world of music and pop culture, resulting in a fresh take on iconic pieces.

The global campaign will go live on all Tommy Hilfiger social channels on March 15, 2022, as well as in select *TOMMY HILFIGER* flagship stores, which will be transformed to further amplify the campaign. The storefronts will feature a QR code that activates augmented-reality mannequins on Instagram, showcasing dance moves and inviting fans to take a photo with them and share on their social channels. Adding a different dimension to the campaign, a #MoveWithTommy TikTok activation will take place in April, where fans and friends of the brand can give their interpretation of Modern Prep to the soundtrack of “Stand Up” by Grammy-nominated American rapper Ludacris. The song “Stand Up” will be featured on all video assets with sound throughout the Spring campaign as well as on dedicated social activations and across the brand’s digital advertising platforms including Facebook, Instagram, TikTok, YouTube and Snapchat.

"The collection is a fresh reimagination of our iconic preppy brand heritage for the future, which we’ve brought to life through every last detail,” states Tommy Hilfiger. “For me, fashion has always been about celebrating individuality and self-expression. Anthony encourages both of these traits in everything he does, so we’ve put them firmly at the heart of this campaign. We're embracing the best of modern technology to bring this message to our fans around the world, and I’m excited to invite them to *Make Your Move*.”

Throughout the campaign, Anthony Ramos showcases modern prep styles in new silhouettes, including the double pleated chino as well as fresh patterns as seen in the mixed striped icon sweater, all with an understated collegiate code. The “Make Your Move” campaign further features a diverse cast of talents, including models Luka Sabbat, Georgia Palmer, Meghan Roche, Soo Joo Park, Alton Mason and Liam Kelly, as well as a mix of select dancers.

“When you *Make Your Move*, you’re showing the world what you’re made of – what you’ve got,” said Anthony Ramos. “It’s about trusting your instincts and never forgetting your roots. I love that when you take modern prep and combine it with the *Make Your Move* initiative, you are watching a blank canvas come to life. It gives way for every person’s self-expression, and our differences are what makes it incredible.”

Multi-faceted and award-winning performer Anthony Ramos is also a passionate advocate for people to honor their story. He is most well-known for inaugurating the dual roles of John Laurens and Philip Hamilton in the critically acclaimed, TONY Award-winning Broadway musical and feature film, *Hamilton*. Anthony also stars in Jon M. Chu’s feature film, *In the Heights.* He released his sophomore album, *Love and Lies*, last June, and will soon star in the next installment of Paramount’s *Transformers* franchise, *Transformers: Rise of the Beasts* as well as Marvel’s highly anticipated limited series, *Iron Heart*.

The Spring 2022 *TOMMY HILFIGER* collection further celebrates stylistic self-expression with key pieces including a men’s seersucker and Ithaca stripe short and an archive button-down collared shirt. The womenswear offering brings a more casual, preppy aesthetic, brought to life through relaxed silhouettes, playful proportions and laid-back styling as seen in the flared car coat with an exaggerated collar, tailored waistband balloon leg chinos and textural rib-knit dress. Building on Tommy Hilfiger’s ambitious sustainability mission to Waste Nothing and Welcome All, the Spring 2022 *TOMMY HILFIGER* collection is made using more sustainable methods and materials, and is available on *tommy.*com, in *TOMMY HILFIGER* storesworldwide and through select wholesale partners beginning March 15, 2022.

Friends and followers of the brand are invited to join the conversation on social media using #TommyHilfiger, #MoveWithTommy, @TommyHilfiger and @Anthonyramosofficial.

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**About Tommy Hilfiger**

With a brand portfolio that includes *TOMMY HILFIGER* and *TOMMY JEANS*, Tommy Hilfiger is one of the world’s most recognized premium designer lifestyle groups. Its focus is designing and marketing high-quality men’s tailored clothing and sportswear, women’s collection apparel and sportswear, kidswear, denim collections, underwear (including robes, sleepwear and loungewear), footwear and accessories. Through select licensees, Tommy Hilfiger offers complementary lifestyle products such as eyewear, watches, fragrance, swimwear, socks, small leather goods, home goods and luggage. The *TOMMY JEANS* product line consists of jeanswear and footwear for men and women, accessories, and fragrance. Merchandise under the *TOMMY HILFIGER* and *TOMMY JEANS* brands is available to consumers worldwide through an extensive network of *TOMMY HILFIGER* and *TOMMY JEANS* retail stores, leading specialty and department stores, select online retailers, and at *tommy*.com.

**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://teameu.pvh.com/ct/%2CDanaInfo%3Dcts.businesswire.com%2CSSL%2BCT?id=smartlink&url=http%253A%252F%252Fwww.calvinklein.us%252Fen&esheet=52246768&newsitemid=20200708005182&lan=en-US&anchor=CALVIN+KLEIN&index=2&md5=cf1e6bd69b32f3efa2538f8c8e2f68e5)and[*TOMMY HILFIGER*](https://teameu.pvh.com/ct/%2CDanaInfo%3Dcts.businesswire.com%2CSSL%2BCT?id=smartlink&url=http%253A%252F%252Fusa.tommy.com%252Fen&esheet=52246768&newsitemid=20200708005182&lan=en-US&anchor=TOMMY+HILFIGER&index=3&md5=e793ed00f476f29626ed0711c40e625c). 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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