

## THE TOMMY HILFIGER CORPORATE FOUNDATION ANNOUNCES THE THIRD ANNUAL PROM DRESS EVENT

*On May 10<sup>th</sup>, the Foundation will host over 100 girls from New York City homeless shelters and The Brooklyn Prom & Scholarship Project to choose a dress for their prom.*

**NEW YORK, NEW YORK (May 9, 2012)** – The Tommy Hilfiger Group, which is wholly owned by PVH Corp. [NYSE: PVH], is pleased to announce the third annual Prom Dress Event organized and hosted by the Tommy Hilfiger Corporate Foundation in partnership with the City of New York's Department of Homeless Services. On May 10, the Foundation will invite over 100 girls from NYC homeless shelters and The Brooklyn Prom & Scholarship Project to select prom dresses, shoes, handbags and accessories from items donated by corporate and retail employees and stock from local *Tommy Hilfiger* stores.

"The Tommy Hilfiger Corporate Foundation is committed to supporting programs and organizations that empower today's youth," said Tommy Hilfiger. "It is inspiring to see initiatives develop from within our own organization – it makes me very proud of the work we are doing as a company."

"Prom night should be a special night for every girl, and we want that to be no different for those in shelter," said Homeless Services Commissioner Seth Diamond. "The Tommy Hilfiger Corporate Foundation's event embodies the spirit of true New York generosity. We are thankful to have such a giving community partner in their Foundation."

The Prom Dress Event was started in 2010 by Betsy Hilfiger, former Community Affairs Director of the Foundation, and Tommy Hilfiger VP, Kelly Molloy. Inspired by a scene from the film *27 Dresses* and a closetful of bridesmaid outfits, the initiative gives a second life to dresses and accessories for high school girls looking for their prom dress.

"It is a truly wonderful experience to be able to be a part of an initiative like this," said Betsy Hilfiger. "These young girls come in with their mothers, grandmothers and boyfriends searching for the perfect prom dress. It's a very special feeling when they try on a dress and it zips up perfectly – like it was made for them."

Held in the *Tommy Hilfiger* People's Place café, the girls are greeted by volunteers from the corporate office and local New York and New Jersey stores. Each girl works with a *Tommy Hilfiger* associate to find a dress that fits her preferences – long or short, v-neck or strapless, colorful or black and white. Each girl is promised her selection of a dress and one accessory from the items donated.

In its first year the event hosted 90 girls shoppers and last year 127 girls departed with a dress and accessory. This year, the Foundation expects to once again host over 100 girls and help find a dress for their upcoming proms.

"The girls are truly amazed when they come in here and see all of the dresses that they can choose from," said Kelly Molly, VP of Store Operations and founder of the Annual Prom Dress Event. "I know that with all of our efforts we will make this another successful year!"

Tommy Hilfiger established The Tommy Hilfiger Corporate Foundation in December 1995 to help empower America's youth. In September 2009 The Foundation expanded on a global basis, developing and supporting programs and partnerships around the world that help build and promote healthy communities by supporting education, health and cultural programs.

### **About The Tommy Hilfiger Group**

With a premium lifestyle brand portfolio that includes *Tommy Hilfiger* and *Hilfiger Denim*, the Tommy Hilfiger Group is one of the world's most recognized designer apparel groups. Its focus is designing and marketing high-quality menswear, womenswear, children's apparel and denim collections. Through select licensees, the Group offers complementary lifestyle products such as sportswear for men, women and children; footwear; athletic apparel (golf, swim and sailing); bodywear (underwear, robes and sleepwear); eyewear; sunwear; watches; handbags; men's tailored clothing; men's dress furnishings; socks; small leather goods; fragrances; home and bedding products; bathroom accessories; and luggage. The *Hilfiger Denim* product line consists of jeanswear and footwear for men, women and children; bags; accessories; eyewear and fragrance. Merchandise under the *Tommy Hilfiger* brands is available to consumers worldwide through an extensive network of *Tommy Hilfiger* retail stores, leading specialty and department stores and other select retailers and retail channels.

### **About PVH Corp.**

PVH Corp., one of the world's largest apparel companies, owns and markets the iconic *Calvin Klein* and *Tommy Hilfiger* brands worldwide. It is the world's largest shirt and neckwear company and markets a variety of goods under its own brands, *Van Heusen*, *Calvin Klein*, *Tommy Hilfiger*, *IZOD*, *ARROW*, *Bass* and *G.H. Bass & Co.*, and its licensed brands, including *Geoffrey Beene*, *Kenneth Cole New York*, *Kenneth Cole Reaction*, *MICHAEL Michael Kors*, *Sean John*, *Chaps*, *Donald J. Trump Signature Collection*, *JOE Joseph Abboud*, *DKNY*, *Ike Behar* and *John Varvatos*.

### **About Department of Homeless Services**

Homeless Services prevents homelessness wherever possible and provides short-term emergency shelter and re-housing support when needed. These goals are best achieved through partnerships with those Homeless Services serves; public agencies and the business and non-profit communities. By working with partners, Homeless Services creates an environment where those served can return to the community in homes of their own as quickly as possible. The Agency's philosophy is that for Homeless Services' clients the fastest route of return to the community is to gain and maintain employment. For more information, visit [www.nyc.gov](http://www.nyc.gov).