

## **TOMMY HILFIGER CREATES MORE CIRCULAR FOOTWEAR USING APPLE SKIN TECHNOLOGY**

**AMSTERDAM, THE NETHERLANDS (JANUARY 2019)** – Tommy Hilfiger, which is owned by [PVH Corp.](#) [NYSE: PVH], announces two footwear styles have been designed using recycled apple skin fiber – a bio-based leather alternative derived from the apple farming industry’s waste. Available in white and navy colorways, the styles for men and women feature 24% recycled apple fibers on the upper. Available as part of the Spring 2020 collection, the integration of apple skin fiber as a leather alternative builds on the brand’s ongoing journey to create fashion that opens minds and closes loops. The Spring 2020 apple skin fiber footwear options will be available on [tommy.com](#) and in select *TOMMY HILFIGER* stores and wholesale locations globally starting mid-February 2020.

The apple skin technology stems from the Tyrol region of northern Italy, an area known for its apple farming. Recognizing the opportunities offered by Tyrol’s booming apple production, Frumat – an Italian start-up – developed a new raw material that addresses both the waste issue and the fashion industry’s increasing demand for ecological leather alternatives. The Spring 2020 *TOMMY HILFIGER* footwear styles utilize a sturdy and thick, recycled apple skin fiber with a lower environmental impact than other vegan leather alternatives, which typically contain high amounts of fossil-based materials.

*TOMMY HILFIGER* is on a mission to create fashion that welcomes all and wastes nothing. As part of this journey, the company has set ambitious targets and joined forces with industry partners to move the needle. In August 2019, Tommy Hilfiger signed The Fashion Pact, proudly joining a group of like-minded collaborators to further advance sustainability across the fashion landscape. In 2019, Tommy Hilfiger also launched the Jeans Redesign Guidelines with the Ellen MacArthur Foundation to set out minimum requirements on garment durability, material health, recyclability and traceability. The same year, Tommy Hilfiger joined We Are Still In - the Fashion Industry Charter for Climate Action - and RE100, committing to source 100% renewable electricity across owned and operated facilities by 2030. In addition to the newly utilized apple skin technology, *TOMMY HILFIGER*’s circularity strategy features garments with 100% recycled denim, Re:Down® recycled feathers, 100% recycled wool, 100% recycled cotton and more.

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

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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 sets the standard of style as one of the most admired fashion and lifestyle companies in the world. We power brands that drive fashion forward – for good. Our iconic portfolio includes [TOMMY HILFIGER](#),

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[CALVIN KLEIN](#), [Van Heusen](#), [IZOD](#), [ARROW](#), [Speedo](#)\*, [Warner's](#), [Olga](#) and Geoffrey Beene brands, as well as the digital-centric [True & Co.](#) intimates brand. We market a variety of goods under these and other nationally and internationally known owned and licensed brands. PVH has over 38,000 associates operating in over 40 countries and nearly \$9.7 billion in annual revenues. That's the power of PVH.

\*The *Speedo* brand is licensed for North America and the Caribbean in perpetuity from Speedo International Limited.