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PRESS RELEASE

The Tommy Hilfiger Group set to open its largest anchor store with Interior Architecture and Project Management from rpa:vision

As part of the long standing relationship working with The Tommy Hilfiger Group, rpa:vision announced today that work has begun on the Group's largest anchor store opening in France in Autumn 2010. Located at 65 Avenue des Champs Elysees in Paris, the impressive 835 m² flagship store will join an exclusive mix of upscale retailers on one of Europe's most renowned shopping avenues.

As part of a European store development programme, the scale of which has lead rpa:vision to place a full time Project Management resource in Tommy Hilfiger's European head office in The Netherlands for the next 6 months, illustrates that investment in European retail is very much alive.

"The Champs Elysees store will serve as a true flagship for our brand in France and will further anchor our significant retail presence in Europe," said Fred Gehring, Chief Executive Officer of the Tommy Hilfiger Group. "Champs Elysees is one of the most renowned avenues in the world, with a truly international clientele. It is an important milestone in our continued efforts to establish anchor stores in every major city around the world, and also reflects our firm belief in the potential for future growth in France." "I am very excited to bring the ultimate Tommy Hilfiger lifestyle experience to France via our new anchor store on the Champs Elysees," said Tommy Hilfiger.

"Due to its location on one of the most iconic avenues in the world, we see this as the sister to our Fifth Avenue store for Europe. Champs Elysees represents the intersection of aspiration and accessibility, which is at the heart of our brand. This flagship will be the perfect European home to bring our classic American cool to a global audience." The impressive Champs Elysees store will be executed with an array of color, texture, humor and fun, as seen through the use of unique styling, as well as furniture and visual elements. The concept will pay tribute to the brand's heritage by incorporating an eclectic mix of vintage furniture and props from the USA, as well as those from France.

There are approximately 1,000 Tommy Hilfiger stores currently worldwide, with freestanding stores located in New York, London, Paris, Milan, Amsterdam, Berlin, Brussels, Barcelona, Vienna, Hong Kong, Buenos Aires, St. Tropez, Istanbul, Antwerp, Munich, Athens, Madrid, and Miami, among others.

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 accessories, fragrances and home furnishings. 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. For additional information about the Tommy Hilfiger Group, please visit <http://www.tommy.com>.

The Group is wholly owned by Phillips-Van Heusen Corporation, one of the world's largest apparel companies, which 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, Trump, JOE Joseph Abboud, DKNY and Timberland. Visit <http://www.pvh.com>.

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Notes to editors:

Date of Opening: Autumn 2010

Store Format: Ground Floor: Menswear, Tailored

First Floor: Womenswear, Runway, Footwear, Accessories, Childrenswear

Basement: Hilfiger Denim

Total Floor Space Area: 835 m²

Total Space: 1,533 m²

Store Concept: Anchor