

T O M M Y H I L F I G E R

TOMMY HILFIGER SEEKS TO ACCELERATE INDIA EXPANSION THROUGH ACQUISITION OF DIRECT INTEREST IN INDIA BUSINESS

Amsterdam, The Netherlands – September 7, 2011 -- The Tommy Hilfiger Group, which is wholly owned by PVH Corp. [NYSE: PVH], announced today that it has completed a transaction with the Murjani Group resulting in its acquisition of a direct interest in the Tommy Hilfiger business in India. The transaction includes the buyout of the Murjani Group's license for the Tommy Hilfiger trademarks in India and the acquisition of its 50% interest in Arvind Murjani Brands Pvt. Ltd. (AMB). AMB has been the apparel sublicensee of the Tommy Hilfiger brand since its introduction in the Indian market. Arvind Limited is the other partner in AMB. The reconfigured joint venture will continue its existing businesses going forward, as well as take on the management of the other sublicensees in India. This move establishes the Tommy Hilfiger Group's direct interest in India and builds upon a pre-existing partnership with Arvind Limited, a seasoned leader in the Indian apparel business. Terms of the transaction were not disclosed

The move is in line with similar actions the Tommy Hilfiger Group has taken in other international markets in support of its strategy of consolidating brand management and approaching markets in a more coordinated manner. Fred Gehring, Chief Executive Officer of Tommy Hilfiger Group, said, "India is an important market for Tommy Hilfiger and we are fully committed to the continued growth and development of our business here. The transaction allows us to integrate India into our global platform for design and sourcing ensuring consistency of the brand while providing dedicated regional expertise where needed."

Mr. Mohan Murjani, Chairman of the Murjani Group, partnered with Mr. Tommy Hilfiger in 1985 to launch the American designer's brand and company in the United States. In 2004, the Murjani Group successfully launched the Tommy Hilfiger brand in India, as one of the first international designer lifestyle brands to enter the Indian market. Through the Murjani Group's license for the Tommy Hilfiger brand in India, Mr. Murjani sublicensed apparel, footwear and handbags to AMB and, separately, sublicensed other product categories to experienced Indian companies.

Mr. Gehring stated, "We are pleased to be continuing the Tommy Hilfiger brand's partnership with Arvind Limited with this exciting new venture. We believe that continuing the relationship will allow us to benefit from their expertise in the Indian apparel and manufacturing business, both with the Tommy Hilfiger brand, as well as other brands, including our sibling brands, IZOD and ARROW."

Shailesh Chaturvedi, Chief Executive Officer of the joint venture stated, "I look forward to continuing to lead the effort to grow and develop the Tommy Hilfiger business in India, an effort in which I have been involved for the past five years. Tommy Hilfiger is already a market leader in the highly competitive premium imported designer apparel sector. There is a tremendous level of consumer interest in India for the Tommy Hilfiger brand and even with the extensive network of stores currently in existence, I believe that there are still significant opportunities for further growth and expansion. The entire management team will work closely with the Tommy

Hilfiger Group and continue to build the business in India - one of the world's most dynamic and growing retail markets.”

Tommy Hilfiger-branded products are distributed in India through a network of more than 80 free-standing stores and shop-in-shops in 30 cities including New Delhi, Mumbai, Bangalore, Chandigarh and Hyderabad.

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 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 www.tommy.com.

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 and DKNY.

About The Murjani Group

Founded in 1930, Murjani remains the only Indian group in the world, to have developed, launched and built renowned international designer lifestyle brands, including Gloria Vanderbilt and Tommy Hilfiger. In 2000, with the rapid growth in the consuming class and the related disposable income in India, the Murjani Group was amongst the first to understand the emerging opportunity, with respect to the retailing of International Brands in India. In 2004, Murjani was instrumental in pioneering India's development of the international designer brand segment, by launching the First International Lifestyle Designer Brand in India - Tommy Hilfiger. The Group also introduced the concept of licensing lifestyle designer brands in India. In furtherance of its India strategy, in 2007, Murjani built India's First Luxury mall, "The Galleria" and launched some more of the world's leading brands, including Gucci, Jimmy Choo, Bottega Veneta, Calvin Klein and French Connection. The Murjani Group was represented by MX Capital Partners LLC, Pryor Cashman LLP and Candle Partners India. For further information on The Murjani Group, please visit www.murjanigroup.com

SAFE HARBOR STATEMENT UNDER THE PRIVATE SECURITIES LITIGATION REFORM ACT OF 1995: Forward-looking statements made in this release, including, without limitation, statements relating to the future plans, strategies, objectives, expectations and intentions of PVH Corp. and its subsidiaries (collectively, "PVH") are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Investors are cautioned that such forward-looking statements are inherently subject to risks and uncertainties, many of which cannot be predicted with accuracy, and some of which might not be anticipated, including, without limitation, the following: (i) PVH's plans, strategies, objectives, expectations and intentions are subject to change at any time at its discretion; (ii) in connection with the acquisition of Tommy Hilfiger B.V. and certain affiliated companies, PVH borrowed significant amounts and will have to use a significant portion of its cash flows to service such indebtedness, as a result of which PVH might not have sufficient funds to operate its businesses in the manner it intends or has

operated in the past; (iii) acquisitions and issues arising with acquisitions and proposed transactions, including without limitation, the ability to integrate an acquired entity, into PVH with no substantial adverse affect on the acquired entity's or PVH's existing operations, employee relationships, vendor relationships, customer relationships or financial performance; and (iv) other risks and uncertainties indicated from time to time in PVH's filings with the Securities and Exchange Commission.

The Company does not undertake any obligation to update publicly any forward-looking statement, whether as a result of the receipt of new information, future events or otherwise.

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