

TOMMY HILFIGER AND SOFIA RICHIE GRAINGE INTRODUCE A NEW ERA OF SOPHISTICATION WITH COLLABORATIVE COLLECTION

Unveiling a refined evolution of 'Tommy Hilfiger' womenswear, the co-created capsule blends Sofia Richie Grainge's 'It-Girl' flair, with the brand's classic American style for a fresh take on understated luxury.

AMSTERDAM, THE NETHERLANDS (MARCH 2024) – Tommy Hilfiger, which is owned by **PVH Corp. [NYSE: PVH]**, announces Sofia Richie Grainge as its newest design collaborator. A brand ambassador since June 2024, Sofia will launch her first co-created capsule collection, *Sofia for Tommy*, in March, 2025 while starring in the *TOMMY HILFIGER* Spring 2025 campaign. With images captured by Alexandra Nataf, Sofia's authentic sartorial take on accessible luxury shines through as she features elevated apparel and accessories inspired by coastal cool.

"Tommy is a true icon of style," says Sofia. "He is someone I've looked up to as a designer and a creative force ever since I started working in the fashion industry. I'm so proud to introduce a collection that embodies effortless sophistication for the everyday. These pieces were built for limitless self-expression and a deep love of authentic, classic style — values that Tommy and I both share."

"Sofia represents the modern multi-hyphenate woman, capturing the strength and depth of today's generation," says Tommy Hilfiger. "As a model and entrepreneur, she has captivated audiences with her modern take on timeless style. Sofia elevates classic staples into contemporary must-haves that set the tone for a new era of style."

The launch includes 24 refined pieces created to elevate an everyday wardrobe and embrace color, texture and volume. Taking inspiration from archival prep silhouettes and vintage nautical flags, the *Sofia for Tommy* capsule collection centers on pieces that effortlessly blend polished refinement with a modern, easy cool. That includes tailored blazers and wide-leg denim slacks, layer-worthy tanks, and a series of quietly luxe dresses. To honor Sofia's signature mix of easy cool and feminine elegance, the color palette is a deeper, richer take on the all-American red, white and blue, with shades of cream, crimson and navy.

The *Sofia for Tommy* capsule collection continues Tommy Hilfiger's legacy of visionary partnerships with stylish, powerful women like JISOO, Gigi Hadid, Hailey Bieber and Zendaya. By fusing her unique vision with *TOMMY HILFIGER*'s storied all-American style, Sofia Richie Grainge will bring her inherent sense of confidence along with a contemporary, covetable point of view. This mix of perspectives elevates the *TOMMY HILFIGER* Spring 2025 womenswear collection, while centering the brand's culture-defining commitment to limitless self-expression and easygoing luxury.

The *Sofia for Tommy* capsule collection will be available on tommy.com, in *TOMMY HILFIGER* stores worldwide and through select wholesale partners beginning on March 4th, 2025.

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

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About TOMMY HILFIGER

TOMMY HILFIGER is one of the world's most recognized premium lifestyle brands, uplifting and inspiring consumers since 1985. The brand creates iconic style, which comes alive at the intersection of the classic and the new, co-created with people who are shaping culture around the world. *TOMMY HILFIGER* celebrates the essence of classic American style with a modern twist. Tommy Hilfiger offers premium quality and value to consumers worldwide under the *TOMMY HILFIGER* and *TOMMY JEANS* lifestyles, with a breadth of collections including men's, women's and kids' sportswear, denim, accessories, and footwear. Tommy Hilfiger has an unwavering commitment to sustainability and inclusivity.

Global retail sales of *TOMMY HILFIGER* products were approximately \$9 billion in 2023 and the brand is powered by more than 16,000 associates worldwide — present in 100 countries and more than 2,000 retail stores, including its largest global flagship store at *tommy.com*. PVH acquired Tommy Hilfiger in 2010 and continues to oversee a focused approach to growing the brand's worldwide relevance, presence, and long term growth.

About PVH Corp.

PVH is one of the world's largest fashion companies, connecting with consumers in over 40 countries. Our global iconic brands include *Calvin Klein* and *TOMMY HILFIGER*. Our over 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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