

# Media Kit

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THE **POWER** *of* PVH

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SECTION 1

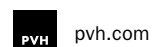
# About PVH

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PVH is one of the world's  
**LARGEST AND MOST**  
**ADMIRED** fashion companies,  
connecting with consumers in  
over 40 countries.

Our global iconic brands include *Calvin Klein* and *TOMMY HILFINGER*. Our 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.**



SECTION 2

# Our Approach



## 1. DRIVE

consumer engagement through innovative designs and personalized brand and shopping experiences that captures the heart of the consumer.

## 2. EXPAND

our worldwide reach through organic growth and acquisitions.

## 3. INVEST

in and evolve how we operate by leveraging technology and data to be dynamic, nimble and forward-thinking.

## 4. DEVELOP

a talented and skilled workforce that embodies our values and an entrepreneurial spirit while empowering our associates to design their future.

## 5. DELIVER

sustainable, profitable growth and create long-term stockholder value.

## VALUES

**Individuality**  
Be you

**Partnership**  
Work together

**Passion**  
Inspire and innovate

**Integrity**  
Do the right thing

**Accountability**  
Own it

SECTION 2 Our Approach *continued*

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## VISION

To be the most admired fashion and lifestyle company in the world.

## PURPOSE

We power brands that drive fashion forward – for good.

## PRIORITIES

Priorities are our roadmap to achieve our vision and drive our purpose for the company.

Drive consumer engagement through innovative designs and personalized brand and shopping experiences that captures the heart of the consumer

Expand our worldwide reach through organic growth and acquisitions

Invest in and evolve how we operate by leveraging technology and data to be dynamic, nimble and forward-thinking

Develop a talented and skilled workforce that embodies our core values and an entrepreneurial spirit while empowering our associates to design their future

Deliver sustainable, profitable growth and create long-term stockholder value

## VALUES

We live our values and put them into action.

Individuality

*Be you*

Partnership

*Work together*

Passion

*Inspire and innovate*

Integrity

*Do the right thing*

Accountability

*Own it*

SECTION 3

# Company Overview

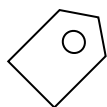
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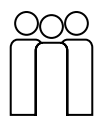
**1881**  
established



**1920**  
listed for trading on  
New York Stock Exchange



**5**  
brands



**~33K**  
associates globally



**40+**  
countries where we operate



**6K+**  
retail locations



**54**  
corporate offices



**1K+**  
factories



**15**  
corporate responsibility  
priorities

## SECTION 4

# Company Timeline

## 1881

Our founders, Moses and Endel Phillips, begin mending and selling shirts for coal miners in the Pottsville, PA area.

## 1890

The M. Phillips & Son family business relocates to New York City.

## 1907

The Phillips' business merges with D. Jones & Son, a prominent shirt and collar maker, and takes the name Phillips-Jones Corporation.

## 1919

Partnering with inventor John M. Van Heusen, Phillips-Jones Corporation begins production of the patented, soft-folding *Van Heusen* collar, later dubbed "The World's Smartest Collar".

## 1920

Phillips-Jones Corporation common stock is listed for trading on the New York Stock Exchange.

## 1943

Phillips-Jones Corporation's manufactures shirts for U.S. and Allied troops during WWII and is honored with the prestigious Army-Navy "E" award for excellence in wartime production.

## 1957

Phillips-Jones Corporation changes its name to Phillips-Van Heusen Corporation in honor of its best-known shirt brand.

## Late 1970s

Phillips-Van Heusen enters designer-brand licensing with brands including *Geoffrey Beene*. New retail stores in factory outlet centers ultimately become a significant portion of the Phillips-Van Heusen business.

## 1992

Phillips-Van Heusen formalizes historical commitment to corporate responsibility into its code of conduct, "A Shared Commitment".

## 1995

Phillips-Van Heusen purchases the *IZOD* brand.

## 2000

Phillips-Van Heusen acquires the rights to the *Van Heusen* trademark in Europe and Asia, giving it ownership of the brand worldwide.

## 2003

Phillips-Van Heusen completes the acquisition of Calvin Klein, Inc., adding a globally recognized iconic designer name to its brand portfolio and transforming the business.

## 2004

Phillips-Van Heusen acquires Cluett, Peabody & Co., Inc., owner of the *ARROW* brand, the *Van Heusen* brand's biggest competitor throughout its history.

## 2008

Phillips-Van Heusen publishes its first Corporate Social Responsibility report, demonstrating its commitment to transparency across the company, industry, and global community.

## 2010

Phillips-Van Heusen acquires Tommy Hilfiger, establishing the company's first large-scale direct operation in Europe.

## 2011

Phillips-Van Heusen Corporation changes its name to PVH Corp. to reflect the growth and change of the company over the previous decade.

## 2013

PVH Corp. enters the S&P 500 with the acquisition of The Warnaco Group, Inc., the worldwide licensee of *Calvin Klein Jeans* and owner of *Calvin Klein Underwear*, reuniting "The House of *Calvin Klein*" and opening direct operations in Asia and Latin America. The purchase also included *Warner's* and *Olga*.

## 2014

The PVH Archives is established, a physical and digital resource created to preserve and protect all archival materials pertaining to PVH Corp. and its portfolio of iconic brands.

## 2015

A modern-day heir to the original product that started it all, PVH Corp. launches the innovative *Van Heusen Flex Collar* dress shirt, which allows expanding collar comfort.

## 2017

PVH Corp. acquires True & Co., a Silicon Valley direct-to-consumer intimate apparel e-commerce retailer.

## 2018

PVH Corp. expands its Heritage Brands portfolio by acquiring the long-time licensed *Geoffrey Beene* brand.

## 2019

PVH continues to grow its footprint globally by acquiring Gazal Corporation Limited in Australia, reacquiring from Dickson Concepts (International) Limited the license for the Tommy Hilfiger brand in Central and South East Asia, and entering into a new licensing agreement with NIKE, Inc. for our men's underwear business.

## 2020

PVH Corp. is one of the world's largest and most admired fashion companies, connecting with consumers in over 40 countries.

SECTION 5

# Awards

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PVH is recognized as one of the **WORLD'S LARGEST AND MOST ADMIRED** fashion companies in the world.

See below for the most recent highlights:

## 2021 to date

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- PVH recognized on *Newsweek's* America's Most Responsible Companies  
*\*Second consecutive year*
- PVH listed on *Forbes* magazine's Americas Best Large Employers List
- PVH recognized on *Barron's* 100 Most Sustainable Companies
- PVH recognized as one of America's 100 Most JUST Companies by *Forbes* and JUST Capital  
*\*Fourth consecutive year*

## 2020

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- PVH scored 100% on the Human Rights Campaign Foundation's Corporate Equality Index  
*\*Third consecutive year*
- PVH honored with Human Rights Campaign Foundation's Corporate Equality Award
- PVH recognized on *Fortune* magazine's World's Most Admired Companies List  
*\*PVH received since 2013*
- PVH recognized on *Forbes* magazine's The Best Employers for Diversity List  
*\*Third consecutive year*
- PVH recognized on *Forbes* magazine's America's Best Employers for Women List  
*\*Third consecutive year*
- PVH ranked on Fairygodboss' Best Companies for Women and Best Companies Where CEOs Support Gender Diversity
- PVH received *HRO Today* 2020 Most Admired Employer Brand Award for North America in the Most Admired Overall category



SECTION 6

# Corporate Responsibility Targets

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## 15 PRIORITIES

### ZERO

Reduce negative impacts to zero

Our products and business generate zero waste, carbon emissions and hazardous chemicals

ELIMINATE CARBON EMISSIONS

END WASTE

ELIMINATE HAZARDOUS CHEMICALS AND MICROFIBERS

INNOVATE FOR CIRCULARITY

### 100%

Increase positive impacts to 100%

Our products and packaging are ethically and sustainably sourced from suppliers who respect human rights and are good employers

SOURCE ETHICALLY

AMPLIFY WORKER VOICE

PROMOTE SAFE WORKPLACES

ADVANCE LIVING WAGES

RECRUIT ETHICALLY

REGENERATE MATERIALS

### 1M+

Improve 1 million+ lives across our value chain

Our business invests in critical community-level gender, health and education initiatives, enabling opportunity for generations to come

EMPOWER WOMEN

FOSTER INCLUSION & DIVERSITY

DEVELOP TALENT

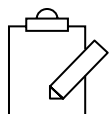
PROVIDE ACCESS TO WATER

EDUCATE THE FUTURE

SECTION 7

# Corporate Signatories

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The CEO Action for  
DIVERSITY & INCLUSION

International Accord for Health  
and Safety in the Textile and  
Garment Industry

UN FREE & EQUAL CAMPAIGN

We Are Still In CLIMATE ACTION  
COMMITMENTS

UN Fashion Industry Charter for  
CLIMATE CHANGE

Committed to UN UNIVERSAL  
DECLARATION OF HUMAN RIGHTS  
and the UN GUIDING PRINCIPLES  
ON HUMAN RIGHTS

UN WOMEN'S EMPOWERMENT  
PRINCIPLES

UN Global Compact CEO  
WATER MANDATE

UN HEFORSHE CAMPAIGN

Committee for Economic  
Development of The Conference  
Board (CED) ADVANCING WOMEN  
IN CORPORATE LEADERSHIP

The FASHION PACT

OPEN TO ALL pledge

The ARCTIC CORPORATE  
SHIPPING pledge

TIME TO VOTE Campaign

The VALUABLE 500

PARADIGM FOR PARITY

PRIDE IN FASHION

BLACK IN FASHION COUNCIL

UN BUSINESS AMBITION FOR  
1.5°Celsius

## SECTION 8

# Partners

PVH is proud to partner with leading organizations committed to helping drive **FASHION FORWARD – FOR GOOD** in sustainability, philanthropy, and inclusion & diversity.

As one of the **WORLD'S LARGEST AND MOST ADMIRED FASHION COMPANIES** in the world, we recognize the opportunity and our responsibility to take a stand for *what is right*.

Here's what they have to say:

## SAVE THE CHILDREN

"PVH has been a committed partner to Save the Children for more than a decade," said Carolyn Miles, President and CEO of Save the Children. "We are so grateful for their support of children from preschoolers to young adults."

## COUNCIL OF FASHION DESIGNERS OF AMERICA (CFDA)

"PVH is one of the first fashion companies to be certified as a Great Place to Work – a testament to the way PVH treats its associates. In my efforts to understand how fashion companies work to be inclusive and diverse, I reached out to a number of companies and in conversation with PVH, I was so impressed with what they were doing," said Steven Kolb, President and CEO of the CFDA.

## FASHION FOR GOOD

Katrin Ley, Managing Director of Fashion for Good, on the partnership with PVH: "PVH Corp. has a strong legacy in corporate responsibility, which it is advancing through innovative approaches to social and environmental issues. This makes it an ideal partner for Fashion for Good. Together, we will focus on innovations that offer better alternatives and enable transparency and traceability across the value chain, from source to store, with the ultimate aim to make fashion a force for good."

## WWF

### formerly World Wildlife Foundation

"As major trends like urbanization, population growth and climate change exacerbate existing water issues, water is not only an urgent environmental issue but also a risk to business," said Sheila Bonini, Senior Vice President of WWF. "Water stewardship partnerships like the one with PVH are a commitment to the management of shared water resources in the public interest."

## GOOGLE

"We are working with PVH to become a digital lighthouse in the fashion space through data-driven and consolidated marketing," said Michael Burke, Industry Director Branded Apparel & Durables of Google.

## PLUG AND PLAY

"PVH brings a fresh new perspective to our Supply Chain & Logistics and Brand & Retail programs. We are thrilled to see how their portfolio of iconic brands will tap into our suite of startups and their technologies," said Michael Olmstead, Chief Revenue Officer of Plug and Play.

## FORDHAM UNIVERSITY GABELLI SCHOOL OF BUSINESS

"The partnership will prove that two organizations with very similar values, but in very different industries, can meaningfully connect to support social and environmental good at a time when we need it most," said Donna Rapaccioli, Ph.D., dean of the Gabelli School of Business.

## HOWARD UNIVERSITY

"We are excited to welcome PVH as a new partner for many reasons, including our shared values. The company's legacy and impact are unparalleled, and the ongoing commitment to individuality, integrity, accountability and diversity make PVH an ideal partner, not just for the Honors Program within the School of Business, but for students across our campus," said Dr. Kanika Jones, Assistant Dean of Student Affairs of the SBEL program.

## THE MEMORIAL FOUNDATION

"For well over 15 years, PVH has been more than a partner to both The Memorial Foundation and prior to that, The Martin Luther King, Jr. National Memorial Foundation. While building the MLK Memorial, PVH stood by us hand in hand to ensure that the memorial in honor of Dr. Martin Luther King, Jr. would be one of everlasting appeal to all people no matter their race, color or creed. How proud we are of the continued partnership that has allowed the Martin Luther King, Jr. Memorial to stand out as a beacon of 'Democracy, Justice, Hope and Love not just for our Country, but indeed for the entire world'" said Harry Johnson, President and CEO of The Memorial Foundation.

## SAFE HORIZON

"PVH and Safe Horizon have had a wonderful and vital partnership for 20 years," said Ariel Zwang, CEO of Safe Horizon. "We are so grateful for their support — through both contributions and volunteer efforts — on multiple areas of our work. This includes our domestic violence programs and their most recent generous multi-year commitment to help us continue providing a safe space, warm meals, counseling and most of all, hope to young people through our Streetwork Project for homeless youth."

## THE FRESH AIR FUND

"Thanks to the incredible generosity of Tommy Hilfiger and PVH, over the past 20 years, 10,000 young men, ages 12 to 15, have grown from boys to young men at The Fresh Air Fund's Camp Tommy. Built on a foundation of brotherhood, leadership training and mentorship, Camp Tommy provides a safe environment where boys grow into responsible adults. Our campers create life-long friendships, learn from their counselors who serve

SECTION 8 Partners *continued*

as mentors and role models, all while having fun in the outdoors. We are truly grateful for the extraordinary partnership provided by Tommy Hilfiger and PVH for helping unlock the limitless potential of the young men of New York City," said Fatima Shama, Executive Director of The Fresh Air Fund.

## WORLD VISION

"Because of your generosity, children are clothed, children are warm and children can attend school to be educated. We are making a difference! Together, we are able to reach those in need find a second chance, and hope even in the most difficult situations," Jack Laverty, Corporate Engagement Director of World Vision.

## ONEPULSE

"PVH's dedication to Inclusion and Diversity and putting people first was a natural fit for us," said Barbara Poma, onePULSE Foundation CEO. "The PVH family lost one of their own at Pulse, and their support of onePULSE and to honor their associate and each of the 49 lives taken is incredibly touching and powerful."

RONALD MCDONALD HOUSE  
NEW YORK

"For nearly two decades, PVH has been a valued corporate partner with Ronald McDonald House New York," said Ruth Browne, President & CEO of Ronald McDonald House New York. "From sponsoring meals to Days of Service, PVH employees go above and beyond to support our children and families. Not only do PVH volunteers donate their time, but they also help organize special events for our children and give back to the House financially, supporting our mission of keeping families close. Time and again, PVH has proven to be an outstanding supporter of the House and has helped further our goal of allowing kids to be kids first and kids with cancer second."

## A selection of PVH global partners include

|                                                               |                                                                                       |
|---------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Action, Collaboration, Transformation (ACT)                   | Plug and Play                                                                         |
| American Apparel & Footwear Association (AAFA)                | RE100                                                                                 |
| Ali Forney Center                                             | Renewable Energy Buyers Alliance (REBA)                                               |
| Americares                                                    | Responsible Labor Initiative                                                          |
| Apparel & Footwear International RSL Management Group (AFIRM) | Ronald McDonald House New York                                                        |
| Apparel Impact Institute                                      | Room to Grow                                                                          |
| Better Cotton Initiative (BCI)                                | Safe + Sound Somerset                                                                 |
| Better Work                                                   | Safe Horizon                                                                          |
| Business for Social Responsibility/HerProject (BSR)           | Salesforce                                                                            |
| Business Renewables Center                                    | Save the Children                                                                     |
| Cancer Support Community Center New Jersey (CSCCNJ)           | Science-based Target Initiative (SBTI)                                                |
| Canopy                                                        | SNACK (Special Needs Activity Center for Kids)                                        |
| CARE                                                          | Social and Labor Convergence Program (SLCP)                                           |
| Coalition for the Homeless                                    | Sustainable Apparel Coalition (SAC)                                                   |
| Comprehensive Youth Development                               | Sustainable Packaging Coalition                                                       |
| Council of Fashion Designers of America (CFDA)                | Textile Exchange                                                                      |
| Dress for Success                                             | The Accord                                                                            |
| Earthshare                                                    | The B Team                                                                            |
| Ellen MacArthur Foundation                                    | The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and NATURES Program |
| Enterprise Partners                                           | The BlaQ Aboriginal Corporation                                                       |
| FabScrap                                                      | The Midland School                                                                    |
| Fashion For Good                                              | The Fresh Air Fund                                                                    |
| Fashion Industry Charter for Climate Action                   | The Memorial Foundation                                                               |
| Food Bank of Somerset Count                                   | The National Pulse Memorial & Museum                                                  |
| Fordham University                                            | The Power of Nutrition                                                                |
| Free Arts                                                     | The Trevor Project                                                                    |
| G7 Fashion Pact                                               | Transgender Legal Defense & Education Fund                                            |
| Gap Inc.                                                      | UKAID                                                                                 |
| Global Fashion Agenda                                         | UN Foundation – Private Sector Action for Workplace Women's Health and Empowerment    |
| Google                                                        | UN Global Climate Action (UNFCCC)                                                     |
| How2Recycle                                                   | UNF Resilience Fund                                                                   |
| Hudson Guild                                                  | United Nations Global Compact (UNGC)                                                  |
| Human Rights Campaign Foundation                              | United States Council for International Business                                      |
| ILGA World                                                    | United Way – Food Bank of Somerset County                                             |
| Industry Summit                                               | USAID                                                                                 |
| Leather Working Group                                         | Water Resiliency Coalition                                                            |
| Nest                                                          | We Mean Business Coalition                                                            |
| onePULSE                                                      | World Vision                                                                          |
| P.A.C.E. Program                                              | WWF (World Wildlife Foundation)                                                       |
| PFLAG National                                                | Zero Discharge of Hazardous Chemicals (ZDHC)/Roadmap to Zero                          |
| Plan International                                            |                                                                                       |

## SECTION 9

# Brand Overviews

## Calvin Klein

*Calvin Klein* is a fashion lifestyle brand with bold, progressive ideals and a sensual aesthetic that is recognized worldwide. Our modern and minimalist approach to design, provocative imagery and authentic connection to culture has resonated across generations for over 50 years. Founded in New York in 1968, the brand elevates everyday essentials to globally iconic status.

With 50 years of iconic history, the *Calvin Klein* brands - CK *Calvin Klein*, *Calvin Klein*, *Calvin Klein Jeans*, *Calvin Klein Underwear* and *Calvin Klein Performance* — have global recognition as iconic household names. Calvin Klein continues to amplify its positioning within society through culturally relevant marketing campaigns, partnerships with key opinion leaders and capsule collections. Each of the *Calvin Klein* brands has a distinct marketing identity and position, providing us the opportunity to market domestically and internationally a range of products in discrete apparel categories that appeal to the varying needs and lifestyles of the *Calvin Klein* consumer. The *Calvin Klein* brands also are licensed for a range of lifestyle products, including fragrance, women's apparel, footwear, eyewear, children's clothing, watches and jewelry, as well as in certain geographic regions. PVH acquired *Calvin Klein* in 2003 and has overseen a focused approach to growing the brand's presence worldwide, as well as its prestige, recognition and relevance.

## TOMMY HILFIGER

After 35 trailblazing years, Tommy Hilfiger continues to be a pioneer of classic, American cool style. Driven by a passion for breaking conventions and embracing bold ideas, the company has written the rule book for remaining at the forefront of the intersection of pop culture and heritage fashion. Under Hilfiger's vision and leadership as principal designer, *TOMMY HILFIGER* remains one of the world's most recognized lifestyle brands, known for its spirit of determined optimism, self-expression and youthful energy.

*TOMMY HILFIGER* is one of the world's leading designer lifestyle brands creating a platform that inspires the modern American spirit, while committing to wasting nothing and welcoming all.

Founded in 1985, Tommy Hilfiger delivers premium styling, quality and value to consumers worldwide under the *TOMMY HILFIGER* and *TOMMY JEANS* brands, with a breadth of collections including *HILFIGER COLLECTION*, *TOMMY HILFIGER TAILORED*, men's, women's and kids' sportswear, denim, accessories, and footwear. In addition, the brand is licensed for a range of products, including fragrances, eyewear, watches and home furnishings. Founder Tommy Hilfiger remains the company's Principal Designer and provides leadership and direction for the design process.

Tommy Hilfiger, which was acquired by PVH Corp. in 2010, is a global apparel and retail company with more than 16,000 associates worldwide. With the support of strong global consumer recognition, Tommy Hilfiger has

built an extensive distribution network in over 100 countries and more than 2,000 retail stores throughout North America, Europe, Latin America and the Asia Pacific region.

## warners

all you need

Every woman deserves to feel comfortable on the outside and confident on the inside. We're obsessed with delivering comfort-first designs, groundbreaking innovation, the perfect fit, and unparalleled quality at an affordable price.

Designed by women, for women. We know real bodies – and we're not afraid to have real conversations about them. We know that life is complicated, and believe that your bra and underwear shouldn't be. With a sense of creativity, belonging, and humor, we're constantly inspired by new tech and techniques while keeping things fun – and we've developed a sisterhood where every voice, every need, and every body is welcome.

*Warner's* continues to lead with innovation, targeting the modern woman and her needs, continuously earning praise for comfort and fit.

*Warner's* products are available online at [warners.com](http://warners.com), at wholesale in the U.S. and Canada through department, chain and specialty stores, warehouse clubs, and mass market, off-price and independent retailers (in stores and online), as well as through pure play digital commerce retailers.

SECTION 9 Brand overviews *continued*

Every woman deserves to feel comfortable on the outside and confident on the inside.

With over 70 years of experience, our innovative undergarments have helped women look and feel their best. Today, *Olga* proudly carries the brand's mission by offering solutions to the most challenging intimate apparel issues. No matter your shape or size, we guarantee that *Olga* is where curves meets comfort...in style.

*Olga by Warners* is a leading intimate apparel shapewear brand in North America, focused on fuller-figured women. Products, including bras, panties and shapewear, are designed to be comfortable and engineered for a superior fit. *Olga by Warners* products are primarily sold in the U.S. and Canada through department stores (in stores and online), as well as select pure play digital commerce retailers.

*True & Co* began with a question: what do women want in a bra? Our community of women had a lot to say. So we listened closely, and began creating different kinds of bras and underwear, the kind that women could live in: soft, stretchy, supportive, pretty, confidence-boosting, and above all, designed and made for comfort.

We know how important it is to be comfortable – in your bra, and in your skin.

From our beginnings, *True & Co's* brand mission has been to listen to the voices of women. When we dare to be true – especially when it comes to our bodies – thoughts, people, culture and ultimately the world we live in changes.

## SECTION 10

# Executive Bios

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## Stefan Larsson

Chief Executive Officer

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Stefan Larsson is CEO and a member of the Board of Directors of PVH Corp. He assumed both roles in 2021 after joining the company in 2019 as President.

As PVH President, Stefan had responsibility for all PVH's regions and branded businesses, including *Calvin Klein* and *TOMMY HILFINGER*. He has helped develop near-term actions and long-term strategies that will continue to leverage the power of PVH by remaining focused on the company's core strengths, connecting them to where the consumer is going, and driving brand relevance and high performance to deliver long-term sustainable growth.

Prior to joining PVH, Stefan was the Chief Executive Officer of Ralph Lauren Corp., where he successfully refocused the company on what made it iconic, improved its performance and set the path for future growth. Previously, Stefan served as the Global President of Old Navy, a division of Gap Inc., where he helped Old Navy deliver 12 consecutive quarters of profitable growth and positioned the brand among the top preferred brands among millennials in America. Preceding that, for nearly 15 years, Stefan held multiple key leadership roles on the team responsible for growing H&M with revenues increasing from about \$3 billion to about \$17 billion and operations expanding from 12 to 44 countries. He started

his career at H&M with nearly seven years in different global roles with responsibility for product including assortment planning, merchandising and production.

Stefan earned a Master of Science in Business Administration jointly from the Hanken School of Economics and Business Administration in Finland, and Jonkoping International Business School in Sweden.

Follow Stefan on [LinkedIn](#).



SECTION 10 Executive Bios *continued***Mark Fischer**

Executive Vice President,  
General Counsel & Secretary

Mark Fischer is the Executive Vice President, General Counsel and Secretary at PVH. Based at the company's New York City headquarters, Mark oversees all legal matters for PVH. Mark joined PVH as Vice President, General Counsel and Secretary in 1999, was promoted to Senior Vice President in 2007 and assumed his current position in 2013. He has been a guest lecturer on Compliance at Fordham University School of Law since 2018 and has been a featured speaker/lecturer for the OnConferences CLO Certification Program, at the Retail Industry Leaders Association's Retail Law Conference and at the Fashion Law Institute's Annual Symposium. Mark was named to the Legal 500 GC Power List 2019 and received the OnCon Icon Top 50 Corporate Counsel Award in 2020 and 2021. His team was named by Lexology and the Association of Corporate Counsel as the Top Commercial Team globally in 2020.

Mark oversaw the corporate and legal work, or was principal legal counsel, on all of PVH's major acquisitions and dispositions, including the purchases of *IZOD* (1995), *Calvin Klein* (2003), *ARROW* (2004), *Superba Neckwear* (2007), the *Van Heusen* trademark in Europe and Asia (2008), *Tommy Hilfiger* (2010), *The Warnaco Group, Inc.* (2013), *True&Co.* (2017) and *Geoffrey Beene* (2018), and sales of *Speedo* (2020) and the *Heritage Brands* business (2021). The *Tommy Hilfiger* acquisition was named M&A Global Network's Consumer Products and Services Deal of the Year.

Prior to joining PVH, Mark was a Partner in the corporate department of Rosenman & Colin LLP, which is now known as Katten Muchin Rosenman LLP. His practice included

securities, mergers and acquisitions, and financing, as well as general corporate counseling, with PVH as one of his corporate clients. He joined Rosenman as an Associate in 1989 and became a partner in 1996.

Mark graduated from Brandeis University with a Bachelor of Arts in Politics and earned his J.D. from Boston University School of Law. He is admitted to practice as an attorney in the State of New York and the Commonwealth of Massachusetts, as well as in the United States District Courts for the Southern and Eastern Districts of New York and the United States Supreme Court. Mark was named to the GC Powerlist — United States, 2019 published by *The Legal 500*.

**Julie Fuller**

Executive Vice President,  
Chief People Officer, PVH

Julie Fuller is Chief People Officer of PVH, a role she assumed in 2021.

She is a member of the senior leadership team, overseeing the global Human Resources function, including Talent Management and Development, Compensation/Benefits, HR Systems, Inclusion & Diversity, Global Corporate Communications, Executive Development, The PVH Foundation and Facilities.

Prior to joining PVH, Julie was the Vice President of Global Talent and Organizational Effectiveness for Nike, Inc. In this global role, her team was responsible for creating an aligned and effective organization, enabling 74,000 employees to build their careers, continually grow and develop, and cultivate a strong pipeline of diverse and capable leaders to take Nike into the future. She previously led HR for Nike's North America and Emerging Markets businesses. Prior to that, Julie held key HR leadership positions at Avon and PepsiCo.

Julie has extensive experience in establishing and nurturing talented high-performing teams for large multinational companies. Her experience includes a mix of broad HR leadership and specialist roles focusing on

organizational transformation, leadership development, enterprise talent management, succession planning, employee engagement and performance, and diversity and inclusion.

Julie holds a Ph.D. in Industrial and Organizational Psychology from Bowling Green State University and a B.A. in Psychology from the University of New Hampshire.

**Jim Holmes**

Executive Vice President,  
Interim Chief Financial Officer,  
Controller

Jim Holmes serves as Senior Vice President, Corporate Controller, a role that he has held since September 2015. In this role, Jim oversees the Company's accounting and financial reporting functions, along with Corporate Operations and key projects.

Previously, Jim served as Vice President and Assistant Corporate Controller, at PVH beginning in 2006. Jim joined PVH in 1995 as a Financial Analyst in Corporate Accounting. Jim ascended through several promotions from Senior Financial Analyst to Manager of Financial Reporting in 1998 and Director of Financial Reporting and Divisional Accounting in 2000. Jim began his career in 1993 as a Financial Analyst for the Kmart Corporation.

Jim has a Bachelor of Science in finance from Rutgers College and the Rutgers School of Business, as well as a Master of Science in accounting from Fairleigh Dickinson University. Jim is also an active CPA.



SECTION 10 Executive Bios *continued*

### Dana Perlman

#### Chief Strategy Officer and Treasurer

Dana Perlman is Chief Strategy Officer and Treasurer at PVH. Dana is responsible for leading global business strategy and development, playing a key role in helping to create, activate and articulate PVH's go forward strategy and ultimately driving progress and support to achieve its targets. She will focus on how our brands and the company will engage and connect with the consumer, drive brand relevance, take profitable market share, build further strength in our platform capabilities, and create value in a systematic repeatable way. She is also responsible for leading the company's efforts around strategic activity including, mergers and acquisitions and strategic partnerships.

Dana continues to be responsible for the Treasurer and Investor Relations functions supporting the strategic financial flexibility of the company and articulating and communicating PVH's growth story to the investment community.

Dana joined PVH in March 2011 and was a critical partner in helping to structure and execute against the Warnaco acquisition among other strategic transactions, including the buybacks of key joint venture and licensed partners from China to Australia and the sales of the Bass, Speedo and Heritage Brands businesses.

Previously, Dana held several positions at Barclays Capital, including Director of the Retail Investment Banking Department. Prior to Barclays, Dana held positions with Lehman Brothers and Credit Suisse First Boston.

Dana currently sits on the Board of Directors at O'Reilly Automotive and chairs the Corporate Governance and Nominating Committee. She is also active in the Women's Executive Circle, part of the UJA Federation

New York. In 2018, she was recognized by *WomenInc.* on the 2018 Most Influential Corporate Board Directors list and by Equilar on the list of 50 Youngest U.S. Public Company Board members alongside Chelsea Clinton and Mark Zuckerberg.

Dana set up the Dee Dee and Michael Perlman Caregivers Fund, in memory of her parents, to support programming in the Detroit community that provides respite for family caregivers of a loved one living with dementia.



### Eileen Mahoney

#### Executive Vice President, Chief Information Officer

Eileen is Executive Vice President, Chief Information Officer of PVH, based in the company's Bridgewater, NJ office. In this role, Eileen is responsible for developing the strategic direction of PVH's technology and systems solutions, business process, as well as project and portfolio management. Eileen oversees the company's North America, South America and Asia Information Technology areas, as well as PVH's Global Network and Infrastructure.

Eileen has developed key partnerships with our strategic technology partners and is a member of JDA's Customer Advisory Board, SAP Consumer Products and Fashion Councils.

Eileen joined PVH in September 2008 as Group Vice President, Retail Information and Technology, focusing on expanding PVH's Retail IT systems platform, and was promoted to Senior Vice President in May 2012. Eileen has held her current position since November 2014.

Prior to joining PVH, Eileen was Chief Information Officer at Edison Learning, an international education service provider focused on raising student achievement and pioneer of charter schools in the U.S.

Eileen began her career at R.H. Macy & Co., Inc., spending 10 years in various IT positions across the company. After Macy's, Eileen was the Chief Information Officer role for Petrie Retail Inc., a women's apparel retailer with stores across the U.S. and in Puerto Rico. In 1996, Eileen became the Chief Information Officer of Barnes & Noble's College Bookstore division. Eileen graduated with a Bachelor of Business Administration.

### Sarah Clarke

#### Chief Supply Chain Officer, PVH Corp.

Sarah Clarke is Chief Supply Chain Officer of PVH, a role she assumed in 2021. She is responsible for the company's global supply chain, developing strategic supply practices that maximize the power of PVH's brands to win with the consumer.

Since joining PVH in 2013, Sarah has played a key role driving operational excellence and building future capabilities while also bringing PVH's purpose to drive fashion for good to the supply chain. She has a proven track record of unlocking value through multi-year strategies and creating competitive advantages across the value chain.

Most recently, Sarah served as Executive Vice President of PVH North America Supply and previously, she held supply leadership positions within PVH's The Underwear Group (TUG) and Calvin Klein North America. Her accomplishments include expanding PVH's presence in East Africa, implementing Speed & Agility capabilities and launching an Integrated Supply Model.

Prior to joining PVH, Sarah spent over a decade at Gap Inc., including time in Hong Kong leading the Old Navy sourcing and offshore IT organization. She began her career with Courtaulds Textiles in Europe.

Sarah is an advocate of driving fashion forward for good both within PVH's supply chain and beyond. She is Vice Chair of the Executive Board of the American Apparel and Footwear Association (AAFA), serves on the Board of Fashion for Good and is on the Executive Board of Rutgers Center for Business of Fashion. Sarah has made many contributions to help shape PVH's culture of inclusivity including as Executive Sponsor of PVH's Women's Leadership Business Resource Group (UPWARD) in New York.

SECTION 10 Executive Bios *continued***Trish Donnelly**

Chief Executive Officer, PVH Americas

Trish Donnelly is Chief Executive Officer, PVH Americas, a role she assumed in 2021. She is responsible for the Calvin Klein and Tommy Hilfiger businesses in the Americas and for the global Calvin Klein brand.

Trish has a proven track record in winning with the consumer, driving industry-leading e-commerce, and balancing that with strong retail execution and best-in-class partnerships. She has a breadth of expertise in both North America and global roles, most recently serving as Chief Executive Officer of Urban Outfitters Group where she generated consistent top line growth and evolved the company with the next generation of consumers over her seven years with the company.

Previously, Trish directly influenced and elevated J. Crew Group's e-commerce business and, earlier in her career spent over a decade at Ralph Lauren focused on product and merchandising across categories. She also held senior leadership and operational positions at Steven Alan and Cole Haan.

Trish has made many contributions to help shape the next generation of talent, including serving as a mentor for the CFDA Fashion Incubator, a business development program for emerging American designers. She also is involved in New York University's (NYU) Stern School of Business, speaking at events including SWIB (Stern Women in Business) and Stern's Leadership Fellows seminars.

Trish has a Master's degree in Journalism from NYU.

**Martijn Hagman**Chief Executive Officer,  
Tommy Hilfiger Global & PVH Europe

Martijn Hagman is the Chief Executive Officer of Tommy Hilfiger Global and PVH Europe. Martijn has helped over his 12 years with the company to evolve *TOMMY HILFIGER* into one of the world's most recognized premium lifestyle brands, and establish the foundation for the PVH Europe organizational structure, moving from a mono-brand to a multi-brand organization with PVH's acquisition in 2013 of the Calvin Klein Europe business. With a consumer-centric mindset, Martijn has driven the vision to evolve digital business operations, modernize the fashion value chain, progress towards aggressive sustainability targets and circularity innovations, and sustain healthy top and bottom-line growth.

Martijn joined Tommy Hilfiger in 2008 as Group Controller. He was promoted in 2009 to Vice President, Group Finance, and, following PVH's acquisition of Tommy Hilfiger in May 2010, he transitioned to the Tommy Hilfiger Europe organization as Senior Vice President, Finance. Martijn was appointed as Chief Financial Officer, PVH Europe, in April 2013 and extended his financial oversight role to include Tommy Hilfiger's global operations in September 2014. He added the role of Chief Operating Officer, PVH Europe, in November 2017.

Prior to joining Tommy Hilfiger, Martijn worked at Ernst & Young for 10 years within the International Audit practice, spending time in the Amsterdam and San Jose, California offices. Martijn graduated from the University of Amsterdam with a Masters in Business Economics in 1998. He is a Dutch Certified Auditor (RA) and has a CPA license with the California Board of Accountancy.

**Tom Chu**

Regional President, PVH Asia Pacific

Tom Chu is Regional President, PVH Asia Pacific, a position he has held since February 2020. Tom is responsible for overseeing operations and driving growth for the *TOMMY HILFIGER* and *Calvin Klein* brands across the region. This includes developing and implementing strategic initiatives for both brands and coordinating the Asia Pacific strategy with the broader global initiatives established for each. Tom joined PVH as Chief Executive Officer and Representative Director, Tommy Hilfiger Japan, in October 2013 before becoming President, PVH Japan, in May 2016.

Prior to joining PVH, Tom worked at various global consumer companies with roles that include President and General Manager, Cole Haan Japan; President and Chief Executive Officer, Hugo Boss Japan, India and Asia Pacific; Managing Director, Asia / President of Japan for Godiva Asia Pacific; and President of S.T. Dupont Japan.

Tom graduated from the Fashion Institute of Technology in New York with Honors, after graduating from Bunka University in Tokyo.

## SECTION 11

# Regional and Brand Leadership Bios

## Calvin Klein Leadership

### CALVIN KLEIN GLOBAL

#### Eugene “Gene” Gosselin Chief Financial Officer, Executive Vice President of Operations, Calvin Klein

Gene Gosselin is Chief Financial Officer, Executive Vice President of Operations, Calvin Klein, a role that he has held since February 2016. In this role, Gene is responsible for leading the business’s strategic operating initiatives and driving the execution of key business goals, as well as overseeing the financial reporting for the Calvin Klein business globally. Previously, Gene Gosselin served as Executive Vice President, Finance for Calvin Klein, beginning in February 2013.

Gene first joined PVH Corp. in 1990 as a Financial Analyst for the former Bass Retail business in Falmouth, Maine, leaving the company from 1999 to 2006, during which time he worked for Cole Haan as Controller for their consumer direct businesses. During his career with PVH, Gene has held numerous positions within retail and wholesale operations, including Manager, Financial Planning and Control; Assistant Controller; Vice President and Controller; and Senior Vice President of Finance and Retail Operations, overseeing finance for the former Heritage Brands business and Calvin Klein Retail, in addition to managing Real Estate and Store Design and Construction.

Gene has over 25 years of experience in the apparel, footwear and accessories industry. Gene is an active CPA and began his career in public accounting with Coopers & Lybrand.

Gene holds a Bachelor of Science degree in Business Administration / Accounting from the University of Southern Maine.

#### Melanie Gallop President, Calvin Klein Europe

Melanie Gallop is President, Calvin Klein Europe, a role she has held since December 2020. In this capacity, Melanie leads the implementation of brand building and lifestyle positioning strategies to drive business growth and brand equity for the region. Melanie’s responsibilities encompass product development and marketing through to commercial operations.

Previously, Melanie was President, PVH (TH & CK) Product, driving forward the high growth potential categories of the Close to Body World of Underwear, Swim and Performance. Melanie first joined Calvin Klein in 2000 as U.K. Sales Manager Calvin Klein Underwear and Swimwear. Following a number of Sales and Commercial leadership roles, Melanie was promoted to Senior Vice President Europe for *Calvin Klein* Underwear and Tommy Hilfiger Underwear in 2013. She successfully led the transition of the Calvin Klein Jeans, Underwear, Accessories, Swimwear, and Kids brands into PVH Corp. following its acquisition of The Warnaco Group that reunited “The House of *Calvin Klein*.”

In May 2015, Melanie was promoted to Executive Vice President, Europe, Calvin Klein Underwear and Tommy Hilfiger Underwear.

SECTION 11 Regional and Brand Leadership Bios *continued*

# Tommy Hilfiger Leadership

**Avery K. Baker**  
President and Chief Brand Officer,  
Tommy Hilfiger Global

Avery Baker is the President and Chief Brand Officer for Tommy Hilfiger. She has global responsibility for every aspect of the brand's product, marketing and experiences across all categories, regions and media channels.

Since joining the company in 1998, Avery has been instrumental in evolving TOMMY HILFIGER into one of the world's most recognized premium lifestyle brands. She has a track record of developing and implementing brand building strategies that drive business growth and brand equity.

Avery was appointed the company's Chief Brand Officer in 2014 and brought together creative and business management to deliver a new brand vision, leveraging a powerful combination of pop culture, fashion, technology and entertainment. She has driven transformational programs including TOMMYNOW - the fashion industry's largest and most successful "See Now, Buy Now" runway show. During her tenure, the high-profile partnerships established with influential tastemakers including Lewis Hamilton, Zendaya, Gigi Hadid, KITH and Vetements significantly increased brand relevance and expanded the company's appeal to a younger consumer base.

In 2019, Avery stepped away from her role as Chief Brand Officer to work in a consulting capacity for the company as part of the non-executive Tommy Hilfiger Brand Advisory Board. She returned to the company as President of Tommy Hilfiger Global in 2020.

**Jennifer Puetzer**  
Executive Vice President, Finance,  
Tommy Hilfiger North America

Jennifer Puetzer has held this role since June 2015. In this position, she oversees financial reporting, budgeting, re-forecasting and day-to-day financial operations for the Tommy Hilfiger retail and wholesale divisions in North America.

**Alegra O'Hare**  
Chief Marketing Officer,  
Tommy Hilfiger Global

Alegra O'Hare has been the Chief Marketing Officer for Tommy Hilfiger Global since April 2021. In this capacity, Alegra focuses on developing and executing innovative global marketing strategies to reach and engage existing and upcoming generations of TOMMY HILFIGER consumers.

Before joining Tommy Hilfiger, Alegra was Chief Marketing Officer at Gap, where she led the global marketing team to inspire consumers across all brand touchpoints, including communications, retail, digital, social media and PR, through digital-first marketing and an omnichannel retail approach. Prior to this, Alegra led marketing as VP, Global Brand Communications for the adidas Originals brand, where she was responsible for all brand campaigns, collaborations, and marketing activations globally.

# PVH Regional Leaders

**Jeffrey Hui**  
Chief Financial Officer,  
PVH Asia Pacific

Jeffrey Hui is the Chief Financial Officer for PVH Asia Pacific, based in Hong Kong. In this role, Jeffrey is responsible for overseeing the Financial Planning & Analysis, Controlling, Treasury, Tax, Accounting and Internal Control functions, as well as the regional Legal function that supports the Calvin Klein and Tommy Hilfiger businesses in the Asia Pacific region.

Jeffrey joined Calvin Klein (then part of Warnaco) in 2007 as Chief Financial Officer for Calvin Klein, Asia Pacific.

Prior to joining PVH, Jeffrey worked at several global companies with roles that include Vice President Finance, Building Efficiency Group of Johnson Controls, North Asia & China; Finance Director, Campbell Soup Greater China; General Manager, Campbell Soup Taiwan; and Controller of Pepsi-Cola Asia Pacific.

Jeffrey earlier worked at Arthur Andersen for seven years in audit and consulting. Jeffrey holds an MBA from the Chinese University of Hong Kong and is a CPA in Hong Kong and a Chartered Certified Accountant in the U.K.

**SECTION 11** Regional and Brand Leadership Bios *continued***Marc Busscher**

Chief Financial Officer, PVH Europe

Marc Busscher is the Chief Financial Officer for PVH Europe. In this capacity, Marc is responsible for leading the business' strategic operating initiatives, driving financial business goals, and overseeing all financial reporting for both Tommy Hilfiger and Calvin Klein Europe.

Marc first joined Tommy Hilfiger Global in 2010 as Vice President, Group Controller. In 2014, Marc was promoted to Senior Vice President, Finance, PVH Europe, and in January 2018 relocated to Hong Kong to oversee finance for the PVH Global Supply Chain team. Marc was appointed Chief Financial Officer, PVH Europe in May 2019 based in Amsterdam.

Prior to joining Tommy Hilfiger, Marc worked as an auditor at PricewaterhouseCoopers for over ten years in both the Netherlands and Australia. Marc graduated from the University of Groningen with a Masters in Management Science in 2000 and with a Post Masters, Dutch Certified Auditor (RA) in 2005 from the University of Amsterdam.

**Antonio Lee**Chief Operations Officer,  
PVH Asia Pacific

Antonio Lee is the Chief Operations Officer for PVH Asia Pacific. In this capacity, he is responsible for overseeing strategy development and the execution of key strategic operating initiatives that support the regional Tommy Hilfiger and Calvin Klein businesses.

Antonio joined PVH Asia Pacific in 2018 as Senior Vice President, International Logistics Services to oversee the optimization and evolution of the regional Logistics operation and organization. He was appointed to his current role in 2020.

Prior to joining PVH Asia Pacific, Antonio held numerous leadership positions with various Fortune 500 companies operating throughout the region. Antonio holds an MBA in Supply Chain Management.

**Ian Plugge**

Chief Operations Officer, PVH Europe

Ian Plugge is the Chief Operations Officer for PVH Europe. In this capacity, Ian's responsibilities include overseeing the supply chain and technology activities to support the Tommy Hilfiger and Calvin Klein businesses, as well as driving strategy development and the execution of key strategic operating initiatives.

Ian joined the company in 2012 as Director, Business Development to overlook the evolution of our European organization, including major acquisitions and integrations. Ian was promoted in 2017 to oversee functions including Procurement, Facilities, and various Supply Chain activities, and was appointed to his current role in 2020.

Prior to joining PVH Europe, Ian worked in various consultancy and team leadership positions. Ian graduated from Delft University of Technology with a Master of Science in Management of Technology and Civil Engineering, and from INSEAD with an MBA in Business Administration.

**Adelyn Cheong**

President, PVH China

Adelyn Cheong is the President of PVH China, a role she assumed in March 2021. In this role, she is responsible for elevating PVH's business and brands in Mainland China. Adelyn leads business development across all retail, wholesale and online channels, and drives the management of capabilities to deliver on PVH China's growth strategy.

Adelyn joined PVH in 2018 as Senior Vice President for Tommy Hilfiger Asia Pacific, responsible for directing and executing strategies that delivered financial results and the overall brand management of the Tommy Hilfiger business in the region. She managed every aspect of the merchandising, marketing and experiences across categories, working in close collaboration with the country leads on all in-country brand, product and marketing matters.

Prior to joining PVH, Adelyn worked for Esprit, where she held general management roles for markets across Greater China, as well as senior product and merchandising positions. Adelyn graduated from Nanyang Technological University in Singapore with a Bachelor of Business, Marketing.



SECTION 12 Videos and Photos *continued*

# Videos and Photos

A collection of videos and photos from our **~33,000 PVH ASSOCIATES** around the globe and all the initiatives we support across sustainability, philanthropy, and inclusion & diversity.

If you are interested in receiving any of these files or are looking for additional options, please contact PVH Comm at [PVHCOMM@pvh.com](mailto:PVHCOMM@pvh.com).

## Videos

### The Power of PVH – Vision



[youtube.com/watch?v=DSQATMMTBXY](https://youtube.com/watch?v=DSQATMMTBXY)

### The Power of PVH – Team



[youtube.com/watch?v=qiovHhe6iXs](https://youtube.com/watch?v=qiovHhe6iXs)

### The Power of PVH – Our People



[vimeo.com/user52325718/review/515845010/56f5a8a55d](https://vimeo.com/user52325718/review/515845010/56f5a8a55d)

### PVH Talks: Culture – Transparency and Empowering Change



[youtube.com/watch?v=SbB1QATitRU](https://youtube.com/watch?v=SbB1QATitRU)

### PVH Talks: History – 140 Years of Meeting Consumer Needs



[youtube.com/watch?v=zEkGbhSgWNs](https://youtube.com/watch?v=zEkGbhSgWNs)

SECTION 12 Videos and Photos *continued*

## Photos



Calvin Klein Store Exterior.jpg



Tommy Hilfiger Store Exterior.jpg



Denim Lab - Product Innovation Center.jpg



Calvin Klein Retail.jpg



Tommy Hilfiger Retail.jpg



Tommy Hilfiger Associates - The Power of Us.JPG



PVH Associates - Design Your Future.jpg



PVH Associate - Inspire &amp; Innovate.JPG



PVH Associate - Be You.jpg



PVH Associate - Co-Branded Office.jpg



PVH Cares.jpg



PVH Archives.jpg