

TOMMY  HILFIGER


Safilo®
GROUP

**SAFILO AND TOMMY HILFIGER ANNOUNCE FIVE YEAR RENEWAL
OF GLOBAL EYEWEAR LICENSING AGREEMENT**

New York/Padua, July 31, 2014 – Safilo Group, the fully integrated Italian eyewear manufacturer and worldwide distributor, and the Tommy Hilfiger Group, one of the world’s leading premium designer lifestyle brands which is wholly owned by PVH Corp. [NYSE: PVH], are pleased to announce a five-year renewal of their global eyewear licensing agreement for the exclusive design, development, production and distribution of the *Tommy Hilfiger* ophthalmic and sunglass collections. The agreement will run until December 31, 2020, with an optional five-year extension thereafter.

“We are very pleased to announce the early renewal of this important license, which seals the mutual trust between our two companies,” said Luisa Delgado, CEO of the Safilo Group. “We have achieved excellent results to date for *Tommy Hilfiger* eyewear, thanks to a seamless partnership that proved particularly effective for the quality design, product development, marketing, communication and distribution of the brand.”

“Safilo is a valued partner of the *Tommy Hilfiger* brand, and we are excited to renew this licensing agreement,” said Daniel Grieder, CEO of the Tommy Hilfiger Group. “Safilo’s longstanding global excellence in the eyewear industry, and their reputation for quality and innovation, are core values which continue to perfectly support our brand’s global premium and aspirational product positioning.”

Since establishing the global eyewear licensing agreement in Fall 2010, Safilo and the Tommy Hilfiger Group have partnered to consolidate and grow the *Tommy Hilfiger* brand’s global eyewear distribution business. During the forthcoming five-year term, the partnership will focus on expanding distribution in Asia and Latin America – both key markets with significant potential for expansion and category growth.

###

About Safilo Group

Safilo Group is the fully integrated Italian eyewear creator and worldwide distributor of quality and trust, leader in the premium sector for sunglasses, optical frames and sports eyewear. Design inspired and brand driven, Safilo translates extraordinary design into excellent products created thanks to a superior craftsmanship expertise dating back to 1878. Internationally present through 30 owned subsidiaries and exclusive distributors in key markets – in North and Latin America, Europe, Middle East and Africa, and Asia Pacific and China - Safilo is committed to quality distribution in over 130 countries around the world. Safilo’s portfolio encompasses proprietary brands – Carrera, Polaroid, Smith Optics, Safilo and Oxydo – and licensed brands Dior, Fendi, Gucci, Alexander McQueen, Banana Republic, Bobbi Brown, BOSS, BOSS Orange, Bottega Veneta, Céline, Fossil, HUGO, J.Lo by Jennifer Lopez, Jack Spade, Jimmy Choo, Juicy Couture, Kate Spade, Liz Claiborne, Marc Jacobs, Marc by Marc Jacobs, Max Mara, Max&Co., Pierre Cardin, Saint Laurent, Saks Fifth Avenue and Tommy Hilfiger.

Listed on the Italian Stock Exchange (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI), in 2013 Safilo recorded net revenues for more than Euro 1,1 billion.

About The Tommy Hilfiger Group

With a premium lifestyle brand portfolio that includes *Tommy Hilfiger*, *Hilfiger Denim* and *Tommy Girl*, 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 sportswear for men, women, juniors and children; footwear; athletic apparel (golf, swim and sailing); bodywear (underwear, robes and sleepwear); eyewear; sunwear; watches; handbags; men's tailored clothing; men's dress furnishings; socks; small leather goods; fragrances; home and bedding products; bathroom accessories; and luggage. The *Hilfiger Denim* product line consists of jeanswear and footwear for men, women and children; bags; accessories; eyewear and fragrance. 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.

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*, *Warner's* and *Olga*, and its licensed brands, including *Speedo*, *Geoffrey Beene*, *Kenneth Cole New York*, *Kenneth Cole Reaction*, *MICHAEL Michael Kors*, *Sean John*, *Chaps*, *Donald J. Trump Signature Collection*, *DKNY*, *Ike Behar* and *John Varvatos*.

Contacts:

Safilo Group Investor Relations

Barbara Ferrante

ph. +39 049 6985766

www.safilo.com/en/investors.html

Safilo Group Press office

Milan – ph. +39 02 77807607

Padua – ph. +39 049 6985322

Tommy Hilfiger

Kimberley Witcomb

Director of Communications, Europe

T +31 20 589 5714

kimberley.witcomb@tommy.com