

TOMMY HILFIGER PARTNERS WITH VIACOMCBS CONSUMER PRODUCTS ON A BLAST FROM THE PAST TOMMY JEANS CAPSULE

The one-of-a-kind collection features '90s and '00s pop culture icons with fan-favorite TOMMY JEANS styles.

AMSTERDAM, THE NETHERLANDS (JUNE 2021) – Tommy Hilfiger, which is owned by [PVH Corp.](#) [NYSE: PVH], announces the launch of *A Blast From The Past* capsule in partnership with ViacomCBS Consumer Products. Launching June 3rd, the collection taps into *TOMMY JEANS*'s long history of pop culture collaborations, featuring iconic characters and logos from Nickelodeon and MTV across a range of T-shirts, sweats, and hoodies. The unisex styles will be available across *TOMMY HILFIGER* retail locations, on [tommy.com](#), and through wholesale partners globally.

A Blast From The Past features a range of micro-capsules that each bring a playful streetwear vibe to the classic oversized and bold colorways *TOMMY JEANS* fans know and love, fused with pop culture icons from the late '90s and early '00s:

- TOMMY JEANS X Beavis and Butt-Head
- TOMMY JEANS X Garfield
- TOMMY JEANS X MTV
- TOMMY JEANS X Ren & Stimpy
- TOMMY JEANS X SpongeBob SquarePants

Each micro-capsule remixes the heritage *TOMMY JEANS* flag in unique and surprising ways, such as weaving Beavis and Butt-Head within its red and white blocks or using it as a pattern to fill the MTV logo, adding a fresh twist on timeless favorites.

The deal was brokered by WildBrain CPLG, one of the world's leading entertainment, sport, and brand licensing agencies.

“There continues to be significant consumer demand, particularly among young adults, for high-end fashion collaborations that utilize retro brands and bring with them a sense of fun and nostalgia,” states Matt Tobia, Senior Sales Manager at WildBrain CPLG. “This partnership between *TOMMY JEANS* and ViacomCBS Consumer Products is perfectly positioned to meet this demand, as it combines ViacomCBS's impressive portfolio of iconic TV brands with *TOMMY JEANS* relaxed 90s aesthetic. We also couldn't think of a better pairing for our first time teaming up with *TOMMY JEANS*.”

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

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About Tommy Hilfiger

With a brand portfolio that includes *TOMMY HILFIGER* and *TOMMY JEANS*, Tommy Hilfiger is one of the world's most recognized premium designer lifestyle groups. Its focus is designing and marketing high-quality men's tailored clothing and sportswear, women's collection apparel and sportswear, kidswear, denim collections, underwear (including robes, sleepwear and loungewear), footwear and accessories. Through select licensees, Tommy Hilfiger offers complementary lifestyle products such as eyewear, watches, fragrance, swimwear, socks, small leather goods, home goods and luggage. The *TOMMY JEANS* product line consists of jeanswear and footwear for men and women, accessories, and fragrance. Merchandise under the *TOMMY HILFIGER* and *TOMMY JEANS* brands is available to consumers worldwide through an extensive network of *TOMMY HILFIGER* and *TOMMY JEANS* retail stores, leading specialty and department stores, select online retailers, and at [tommy.com](#).

About PVH Corp.

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](#), [TOMMY HILFIGER](#) and our Heritage

Brands. 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.

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About WildBrain CPLG

WildBrain CPLG is one of the world's leading entertainment, sport and brand licensing agencies, with offices in the UK, Benelux, Nordics, France, Germany, Italy, Spain, Sweden, Poland, Greece & Turkey, Russia, the Middle East, and the US. With more than 45 years of experience in the licensing industry, WildBrain CPLG provides each of its clients with dedicated licensing and marketing industry professionals and a fully integrated product development, legal and accounting service. WildBrain CPLG believe that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach – Expert Common Sense. WildBrain CPLG is part of WildBrain Ltd., a global leader in kids' and family entertainment. Please contact us or visit the WildBrain CPLG website for more information: www.cplg.com.

About ViacomCBS Consumer Products

ViacomCBS Consumer Products (VCP) oversees all licensing and merchandising for ViacomCBS Inc. (Nasdaq: VIACA, VIAC), a leading global media and entertainment company that creates premium content and experiences for audiences worldwide. Driven by iconic consumer brands, VCP's portfolio includes a diverse slate of brands and content from BET, CBS (including CBS Television Studios and CBS Television Distribution), Comedy Central, MTV, Nickelodeon, Paramount Pictures and Showtime. With properties spanning animation, live-action, preschool, youth and adult, VCP is committed to creating the highest quality product for some of the world's most beloved, iconic franchises. Additionally, VCP oversees the online direct-to-consumer business for CBS and Showtime programming merchandise, as well as standalone branded ecommerce websites for Star Trek, SpongeBob, South Park, and MTV.