American surf culture was born in the 60s, around the time when Beatlemania captivated England, the Kennedys became icons and The Beach Boys’ “Surfin’ USA” was the band’s first song to hit the Billboard charts. Rooted in California, the surf movement was more than a trend; it offered a new approach to sport, language, music and fashion – much of which remains true today.

Tommy Hilfiger’s limited-edition Surf Shack collection is inspired by the warm waters of Malibu, Australia’s Gold Coast and chilly Atlantic swells in Biarritz. It’s sunset drinks at the cottage, late-night beach bonfires and après-surf clambakes. Surf Shack is about vivid living. It takes the surfers’ carefree charms – deep tans, bright colors, boho attitudes – and adds a dash of preppy flair, with rumpled collars and classic lines. Fusing sophistication and surf, the collection invites you to celebrate the next wave of summer.

A-Frame: Perfect rolling surf. Viewed from the side, these waves form a tilting A shape as they break.
AMSTERDAM AND NEW YORK (January, 2013) – The Tommy Hilfiger Group, which is wholly owned by PVH Corp. [NYSE: PVH], is pleased to announce the launch of the surf-inspired Summer 2013 men’s and women’s Tommy Hilfiger sportswear collections. Surf Shack, a specially designed limited-edition capsule collection, accompanies the seasonal collections to further celebrate the après-surf lifestyle. Featuring easy silhouettes, bold patterns and pops of neon, Surf Shack gives a laid-back attitude to Tommy Hilfiger’s signature classic, American, cool aesthetic.

The Surf Shack collection includes 12 pieces for women and 16 for men, including beach-ready apparel, footwear, sunglasses, watches and bags. In support of Tommy Hilfiger’s ongoing partnership with the Art Production Fund, the limited-edition collection is complemented by a series of unique surfboards, custom-designed by five American artists. The capsule collection and surfboards will be available in Europe, the U.S. (including Macy’s), Asia, Latin America, and on Tommy.com as of April 15, 2013.

“‘It’s the easy, laid-back vibe of the surf culture and beach life that I find so inspiring,’ said Tommy Hilfiger. ‘Since the 1960s in California, when surfing emerged as an American phenomenon, the sport has embraced its own identity in fashion. The Surf Shack collection infuses quintessential surf statement pieces with modern accents; these prep-surf pieces work as well on the famed surf beaches of California as they do on the shores of Biarritz or Costa Rica.'”

In menswear, bright board shorts, neon plaid prints and diverse chambray shades epitomize bold surf style. The brand’s classic heritage comes across in simple tees, loafers, patterned shorts and a high-collared cotton jacket for early morning surfs or late-night beach bonfires.

For women, the collection features easy silhouettes and bright colors. A chambray playsuit, crisp white blazer or pleated dress can slip over a two-piece bikini in striking stripes of salmon pink, daffodil yellow, turquoise and clementine. Paired with easy-going sandals, rafia wedge heels or a surfboard-shaped wooden clutch, the look channels laid-back surf sophistication. Accessories include fuchsia beach totes, neon sunglasses and reversible watches in coral, platoon blue, cyan and elfin yellow.

Art Production Fund 2013 Artist Surfboard Collection
Tommy Hilfiger has partnered with Art Production Fund (APF), a non-profit organization dedicated to producing ambitious public art projects, reaching new audiences and expanding awareness through contemporary art. APF assists emerging and established artists in expanding their crafts to spaces beyond traditional art institutions. The results propel public art in new directions, encouraging diverse audiences to experience and understand art in new ways.

In support of the ongoing partnership, and to celebrate the world of surfing, Tommy Hilfiger has collaborated with five contemporary American artists – Lola Schnabel, Richard Phillips, Scott Campbell, Gary Simmons and Raymond Pettibon – to create unique, custom-designed surfboards to complement the Summer 2013 Surf Shack capsule collection. From pop-culture portraits to mystical abstracts and chalk-on-slate paintings, the artists have each applied their innovative, creative visions to the boards. From April 15, a limited number of the boards will be available for purchase at select Tommy Hilfiger stores worldwide.

Surf Shack Installations
As a final tribute to Surf Shack, select Tommy Hilfiger flagship stores worldwide will set the stage for unique surf-inspired installations. Dedicated windows and in-store set-ups will infuse the stores with a relaxed, beachy, surf-savvy vibe. The special Surf Shack installations will pop up across Europe at stores in Amsterdam, Antwerp, Barcelona, Hamburg, London, Milan, Paris and Stockholm, and at locations in Miami, New York, Los Angeles, Hong Kong and Tokyo.
To coincide with the launch of the collection in April 2013, Tommy Hilfiger will be calling for consumers, bloggers and digital opinion leaders to share their points of view on surf lifestyle, from the world’s best beaches to the coolest hangouts, to create the “Ultimate Guide to Surf Style” online. Conversation will be initiated via @tommyhilfiger’s Twitter and Instagram accounts and aggregated using a hashtag. The best entries will be streamed on Tommy.com and highlighted on Tommy Hilfiger’s social media channels.

A dedicated Surf Shack section on Tommy.com will include entry information, shoppable style guides and a curated live feed of consumer content.

Based on the best submissions, consumers and selected online editors and bloggers will be rewarded with trips to the world’s top surfing destinations in June, 2013. During the trips the Tommy Hilfiger social media community will be encouraged to continue the conversation, with recommendations for each surfing destination being explored in real-time by the winners. Reports of the trips will be featured on Tommy.com and through social media, including a highlights vignette video to summarize the surfing adventures.

Sandbox: An old-school VW van.
The limited-edition Surf Shack collection has given a preppy twist to the classic surfer’s look: an effortless, laid-back style combined confidently with summery hues, breezy fabrics and bold prints. From sunrise surfs to sundown clambakes, Surf Shack includes clothing and accessories that embody surf sophistication. When it comes time to hit the beach, the collection’s fresh colors, flowing lines and versatility make for effortless summertime staples for day and night.

Bombora: A wave that breaks on a shallow reef, out beyond the normal line-up.
WOMEN’S COLLECTION
**BANDEAU BIKINI**
Striped bikini with adjustable briefs and a halter-neck bandeau top.

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**RAINBOW STRIPE DRESS**
White pleated dress with a rainbow stripe at the hemline, adjustable straps and elasticized waistband.
MAXI BEACH DRESS
White pleated maxi dress with rope detailing.

SYDNEY CLUTCH
Clutch in white or tan, with striped surfboard details on buckle.
**BONDI BEACH TOTE & CLUTCH**
Striped tote in fuchsia, lemon, green and clementine, with matching wristlet clutch.

**CHAMBRAY BLAZER**
Reversible blazer in white or chambray, with two front buttons and pockets.
HONOLULU ESPADRILLE
Raffia sole espadrille with striped or ombre print.

JUMPSUIT
White jersey jumpsuit with rope waist drawstring, halter-style neck tie, elasticized ankles and pockets.
EMERSON
PLAID JACKET

Lightweight plaid print jacket in fluorescent shades with zipper, pockets and rollable sleeves.

DECK SHOE

Boat shoes in tan, grey or blue and white plaid.
**MAHALO SHORT**
Orange short with chambray waistband and rollable hemline.

**SURF PREP SUNGLASSES**
Classic aviators with a fresh twist. Available in mixes of fuchsia pink, royal blue and lemon yellow.
**CHAMBRAY BLAZER**

Lightweight denim style blazer with rollable sleeves, side pockets and left breast pocket.

**SUNDOWN SWEATER**

Woven sweater with striped print in yellow, cerulean, sapphire and navy blue. Large front pocket and hood.
SURFBOARD SWIM SHORT
Swim trunk with surfboard motif pattern in shades of blue, with rope drawstring.

SURFBOARD PANT
Cream twill trouser with mini multicolored surfboard pattern.
Tommy Hilfiger has teamed with five contemporary American artists to custom-create surfboard designs. Each of the artists has applied their talents to deliver totally unique boards, from an abstract expressionist-style painting to a hyper-realistic portrait. The boards will be displayed and sold at select Tommy Hilfiger stores from April 15, 2013.

Founded in 2000, Art Production Fund is a non-profit organization that provides artists with the production assistance – financial, technical and logistical – they need for complex, difficult-to-realize projects, often of a multidisciplinary nature. APF is committed to engaging audiences in creative ways, by realizing socially relevant projects that push the field of public art in new directions. Working as a producer, APF offers guidance to artists and brings together individuals, resources and institutions to present art at venues outside the realm of traditional museums. Its initiatives include provocative and groundbreaking projects presented at highly visible and unexpected venues across the country. These works reach diverse audiences and encourage them to experience and understand art in new ways, while dispelling cultural, racial, linguistic and income barriers that often hinder participation in contemporary art. Projects have included Desert Rooftops, David Brooks, NYC, 2011; Manhattan Oil Project, Josephine Meckseper, NYC, 2011; and Imagine Peace Times Square, Yoko Ono, NYC, 2012. Art Production Fund commissions and produces artist designed functional objects, such as the surfboard collection, in order to engage the public and ultimately expand the audience for contemporary art.
Lola Montes Schnabel was born in 1981. She is the daughter of artist and director Julian Schnabel (born 1951) and Jacqueline Beaurang. Lola Schnabel’s interest in art began early in her life; when she was 18, she worked with the organization Project Alabama to support traditional quilt stitching in rural Alabama. In 2001, she designed covers for musician John Frusciante’s albums. The same year, she released her first ‘artist’s book’ called Remember Me. Published by Perceval Press of Santa Monica, the book consists of 26 pages of evocative Polaroid color photos combined with rough-hewn drawings and watercolors, featuring her friends and family through blurred light-saturated compositions. Schnabel directed the video projections for Lou Reed’s Berlin concert in 2006, the next year she directed a Nike commercial for Steve Nash titled “Training Day.” As a board member of the Anthology Film Archives, Schnabel has helped raise funds to digitize 70,000 experimental films, specifically by organizing a concert in honor of Kenneth Anger. She was also the first person to present a fashion film for Style.com, titled “Ma Vendeuse,” which she directed for designer Zac Posen. Schnabel is a 2008 graduate of Cooper Union. Her first solo show in New York City, Love Before Intimacy, was held at The Hole Gallery in winter 2011.
The best thing about being an artist is...

Making art is a privilege, there is no choice than to use it.

When I am looking for inspiration, I...

Inspiration is like breathing, one does not need to be reminded. I close my eyes to find the forms, colors, ideas that await. Meditation is key.

The biggest challenge in designing a surfboard was...

Grasping the "surfboard" as an ancient shape, it's outline has a ghost in time. Similar to Joseph Buxy's "Jade Axe" which derived from the Paleolithic Age. How to illustrate a meaning now? What interests me is the vein from under water or above looking down.

My strangest quirk is...

As a kid the teachers put all kinds of adjusting tools to correct the way in which I hold my pen. the grasp I take to hold a brush, fork or utensil is an "inured" quirk!

The most beautiful beach I've ever seen was...

Dreamland in Bali, the Napa Coast in Kauai, Anse Intacts - St. Barth (Beach of Stones)
Richard Phillips (born 1962) is known for creating hyper-realistic, larger-than-life oil paintings. His works reference images from contemporary and vintage media, translated into large-scale portraits of social, political, pop culture and celebrity subjects. “My pictures involve a kind of wasted beauty – that’s always been a thread in my work,” says Phillips, who lives and works in New York. He has exhibited his work in many individual and group exhibitions in the U.S. and Europe, including an important survey exhibition and catalogue at Le Consortium, Dijon, in 2004, and is represented in important public and private collections like the Albright-Knox Art Gallery, Buffalo, NY; the Denver Museum, CO; the Modern Art Museum of Fort Worth, TX; the Museum of Modern Art, New York; the Museum of Contemporary Art, Miami; UBS Paine Webber Art Collection, New York; San Francisco Museum of Modern Art; Tate Modern, London; Van Abbemuseum, Eindhoven, the Netherlands; and the Whitney Museum of American Art, New York.

Shorebreak: Small waves that break close to the shore.
The best thing about being an artist is …

absolute autonomy.

When I am looking for inspiration, I …

say yes.

The biggest challenge in designing a surfboard was …

fitting image to shape.

My strangest quirk is …

no thanks I don’t smoke.

The most beautiful beach I’ve ever seen was …

a secret spot I can’t mention.

Could you draw your perfect surf shack?

6’ and hollow with light off shore

The ocean makes me feel…

humbled and pure exhilaration

What do you love about fashion …

timeless evolution.

What would you love to do what you have not done yet?

take a surfing boat trip.
Raymond Pettibon was born in Tuscon, Arizona, in 1957. He earned a degree in economics from the University of California, Los Angeles, before working briefly as a highschool math teacher. Soon after, Pettibon set out to launch a career as a professional artist. A cult figure among underground music devotees for his early work associated with the Los Angeles punk rock scene, Pettibon has acquired an international reputation as one of the foremost contemporary American artists working with drawing, text and artist’s books. Pettibon is as likely to explore the subject of surfing as he is the subject of typography; themes from art history and 19th century literature appear in the same breath as 1960s American politics and contemporary pop culture. In his 1998 anthology, *Raymond Pettibon: A Reader*, the viewer can read over Pettibon’s shoulder to discover a handful of the artist’s muses: Henry James, Mickey Spillane, Marcel Proust, William Blake and Samuel Beckett, among others. In the 1990s, Pettibon extended his work beyond the printed page and onto the walls of the exhibition space, creating wall-size drawings and collages. Retrospectives of his work have been held at Philadelphia Museum of Art, Santa Monica Museum of Art, and the Museum of Contemporary Art, Los Angeles. In 2002 an exhibition of his drawings, *Plots Laid Thick*, was organized by the Museu d’Art Contemporani de Barcelona, Spain, and traveled to Tokyo Opera City Art Gallery and Haags Gemeentemuseum in the Netherlands. Pettibon’s work was also featured at Documenta XI in Kassel, Germany. Pettibon lives and works between Hermosa Beach, California, and New York.
Please describe your surf board design and what inspired your creative process?

I wanted the drawing to become part of the board as it carves on the wave, rather than an image— for instance of a wave or surfer—meant to be seen distanced and displaced as if hung on a wall. The work is primarily watercolor, rendered in drips, daubs, lines, and collage; with surfing-related text.
New York-based Scott Campbell (born 1977) is a world-renowned visual and tattoo artist. After beginning a career as a biochemist in Texas, he moved to San Francisco where he began working as a tattoo artist at Picture Machine, one of the oldest tattoo shops in California. His clients have included a roster of celebrities such as Heath Ledger, Josh Hartnett, Orlando Bloom and Helena Christensen. More recently, Campbell has expanded his medium beyond skin to produce sculptures, watercolors, graphite drawings and other mediums of fine art. He has held several exhibitions including solo shows in Zürich, Singapore, London and at OHWOW galleries in Miami (April 2009) and New York (April 2010). In April 2011 his work was also featured in an exhibition alongside the work of two other artists, Steve Parrino and Raymond Pettibon.
The best thing about being an artist is …

not having a real job.
(That’s also the worst thing)

When I am looking for inspiration, I …

- ask myself, “What would [Henry Miller, Lenny Bruce, my mom, Eric Cartman, Mike Nelson, Willy Nelson, 60s Allman, or one else] do?”

The biggest challenge in designing a surfboard was …

- having my better ideas rejected.
- looking out the window and seeing snow.
- 99 problems and a beach amat one.

My strangest quirk is …

The most beautiful beach I’ve ever seen was …

on The shores of Lake Bell.

Could you draw your perfect surf shack?

Of course I could. I’m an amazing genius artist.

And finally, it would challenge the probability of all other drawings. It’s honesty and insight into the human condition would cause viewers to keep it even during new emotional freedom within themselves.

The ocean makes me feel…

temporary.

What would you love to do what you have not done yet?

go outside.
Gary Simmons (born 1964) is a distinguished American artist based in New York. He is recognized for the act of erasure, the use of pastel and chalk on slate and black and white paper. Simmons makes frequent reference to film, architecture and American popular culture to address personal and collective experiences of race and class. Simmons’ work has been included in exhibitions at the Whitney Museum of American Art, New York; the Museum of Modern Art, New York; the Rubell Family Collection, Miami; the Kunsthaus Zürich, Zürich; the Hirshhorn Museum and Sculpture Garden, Washington DC; the Museum of Contemporary Art, Chicago; and the Institute of Contemporary Arts, London.
The best thing about being an artist is ...

When I am looking for inspiration, I ...

The biggest challenge in designing a surfboard was ...

My strangest quirk is ...

The most beautiful beach I've ever seen was ...

Could you draw your perfect surf shack?

Absolutely

The ocean makes me feel ...

What do you love about fashion ...

What would you love to do what you have not done yet?
History
The Tommy Hilfiger Corporate Foundation has represented The Tommy Hilfiger Group’s philanthropic interests for over 15 years. Tommy Hilfiger established the Tommy Hilfiger Corporate Foundation in December 1995 to help empower America’s youth. Consistent with this vision, in September 2009 the Foundation expanded on a global basis, developing and supporting programs and partnerships around the world that help build and promote healthy communities by supporting education, health and cultural programs.

Mission Statement
The Tommy Hilfiger Corporate Foundation believes education and health is the cornerstone for today’s diverse youth population around the world. With a focus on at-risk youth and families, autism awareness and research, and education, the Foundation looks to foster healthy communities and empower young people. For children to succeed in today’s global society, we believe a strong emphasis must be placed on a high level of education in order to create greater opportunity. We recognize the importance of building communities by focusing on family and cultural programs, and are committed to investing in organizations that advocate autism awareness and fund research in the field.

Shred: Swift turns, best done on a shortboard.
As one of the world’s leading premium lifestyle brands, Tommy Hilfiger delivers superior styling, quality and value to consumers worldwide. The brand celebrates the essence of “classic American cool” and provides a refreshing twist to the preppy fashion genre. Since its debut in 1985, the Tommy Hilfiger Group has become a US$ 4.6 billion apparel and retail company by offering consumers a wide range of beautifully designed, high quality products including men’s, women’s and children’s apparel, sportswear, denim, and licensed products such as accessories, fragrances and home furnishings. Under the leadership of Founder Tommy Hilfiger and Chief Executive Officer Fred Gehring, the brand can be found in leading department and specialty stores, as well as in its own expanding network of freestanding retail stores worldwide. When PVH Corp. acquired the Company in May 2010, Gehring also assumed the role of CEO of PVH’s international operations, while Hilfiger remains the company’s Principal Designer and provides leadership and direction for all aspects of the design process. Tommy Hilfiger today is a global brand with strong recognition and a distribution network in over 90 countries and more than 1,000 retail stores throughout North America, Europe, Central and South America and Asia Pacific.
For 25 years, Tommy Hilfiger has brought classic, cool, American apparel to consumers around the world. His designs give time-honored classics a fresh look, and his discerning taste has provided the foundation for the growth of a global brand. Under Hilfiger’s guidance, vision and leadership as Principal Designer, the Tommy Hilfiger Group has become one of very few globally recognized designer brands offering a wide range of American-inspired apparel and accessories.

Born the second of nine children in Elmira, New York, Hilfiger’s career in fashion began as a high school student in 1969 when he opened a small chain of stores called People’s Place with just $150. His goal was to bring fashion from New York and London to upstate New York. Self taught, he soon began designing for the boutiques he had always admired. In 1979 he moved to New York City to pursue a career as a full-time fashion designer. Here, he caught the eye of Mohan Murjani, a businessman who was looking to launch a line of men’s clothing and believed that Hilfiger’s entrepreneurial background gave him the unique ability to approach men’s fashion in a new way. With Murjani’s support, Hilfiger introduced his first signature collection in 1985 by modernizing button-down shirts, chinos, and other time-honored classics with updated fits and details. The relaxed, youthful attitude of his first designs has remained a distinctive hallmark throughout all of Hilfiger’s subsequent collections.

Through his creative efforts as a designer, and his work on a series of bold marketing campaigns, Hilfiger has both influenced and developed lasting relationships with a wide-range of cultural influencers and trendsetters. In 1985, Hilfiger hired legendary ad man George Lois to develop a billboard for the center of New York’s Times Square. The now famous “hangman ad” ignited the designer’s career and launched a dynamic and productive relationship between Hilfiger and Lois. In 2007, Hilfiger and Lois collaborated on the book Iconic America: A Roller-Coaster Ride through the Eye-Popping Panorama of American Pop Culture, which presents a mosaic of over 400 iconic and iconoclastic images from the melting pot of the American experience. In the 1990s, Hilfiger became a pioneer in the industry by featuring emerging musical talent such as Britney Spears and Lenny Kravitz in his advertising campaigns.

Cruncher: Hard-breaking big wave that folds over, almost impossible to ride.
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