

Tommy Hilfiger Pays Homage to its Sailing History Launching the Hilfiger Sailing Collection

Rooted in a legacy of nautical heritage, the limited-edition capsule reinterprets classic sailing codes through a modern lens, blending maritime tradition with sporty prep influences.

AMSTERDAM, THE NETHERLANDS (APRIL 2025) — Tommy Hilfiger, which is part of PVH Corp. [NYSE: PVH], charts a new course for Spring 2025 announcing the Hilfiger Sailing Collection — a contemporary reimagining of archival silhouettes inspired by the brand's deep-rooted connection to the sea. From the regatta to the runway, Tommy Hilfiger has drawn inspiration from sailing since the '90s, seamlessly fusing seafaring tradition with cutting-edge innovation. As the brand celebrates 40 years of nautical heritage, the capsule breathes new life into classic designs, bridging past and present to redefine modern coastal style.

"The open water and the yachting lifestyle have always carried a sense of freedom and adventure," says Tommy Hilfiger. "Since the early '90s, our collections have captured the spirit of the sea, embracing maritime influences and blending relaxed sailing-inspired design with timeless prep. This collection is a tribute to that passion, a modern interpretation of our nautical heritage that remains true to the pioneering spirit of the brand."

The 22-piece capsule is inspired by the energy of sailing down the Hudson River, fusing technical expertise with the effortless spirit of maritime adventure. Designers delved deep into the archives to reimagine classic styles, creating a collection that bridges vintage nostalgia with modern performance. Technical regatta jackets layer over fleece hoodies and striped tees, while a woman's nylon deck coat is redefined with fresh, feminine proportions and reversible functionality. Iconic motifs — ropes, pulleys and signal flags — are woven into the collection, merging collegiate-prep aesthetics with seafaring influence and reinforcing TOMMY HILFIGER's signature fusion of sport and style. A refined color palette of sophisticated reds and greens adds a contemporary touch, elevating coastal-inspired staples with a fresh, effortless spirit.

A lifelong passion for sailing has shaped Tommy Hilfiger's design philosophy, with a pioneering spirit at its core. Inspired by an obsession with sports uniforms and design codes, he embraced competitive sailing in 2003, forging partnerships with world-class crews and combining performance-driven innovation with classic Americana style. The brand's original logo debuted as a bold, rectangular "flag" with Tommy and Hilfiger framed in navy bars. Designed to evoke a sense of nautical heritage, the logo integrated Hilfiger's initials in maritime signals — TJH (Thomas Jacob Hilfiger) — setting the stage for an icon. 40 years on, it remains one of fashion's most recognizable symbols. Now, this legacy takes on new momentum with the brand's sponsorship of the U.S. Sail GP Team — a game-changing fusion of sport and style.

The *Hilfiger Sailing Collection* will be available on tommy.com, in TOMMY HILFIGER stores worldwide and through select wholesale partners beginning on April 9, 2025.

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



About Tommy Hilfiger

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

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

About PVH CORP.

PVH is one of the world's largest fashion companies, connecting with consumers in over 40 countries. Our global iconic brands include [Calvin Klein](#) and [TOMMY HILFIGER](#). Our over 140-plus-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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