



**PVH**



**Arvind**

**PVH CONTACTS**

**Media**

Malcolm Carfrae  
EVP & Chief Communications  
Officer  
Calvin Klein, Inc.  
+1 (212) 292-9799  
malcolmcarae@ck.com

**Investors**

Dana Perlman  
Treasurer, Senior Vice President – Business  
Development & Investor Relations  
PVH Corp.  
+1 (212) 381-3502  
investorrelations@pvh.com

**ARVIND CONTACTS**

J. Suresh,  
Managing Director and CEO  
Arvind Lifestyle Brands Ltd.  
8<sup>th</sup> Floor, Du Parc Trinity  
No. 17, MG Road  
Bangalore – 560001  
+91 80 41550672  
sureshj@arvindbrands.com

**ARVIND LIMITED JOINS INDIAN JOINT VENTURE  
WITH PVH CORP. FOR OPERATION OF CALVIN KLEIN  
BUSINESSES IN INDIA**

**NEW YORK, NY, USA and BANGALORE, INDIA – March 24, 2014** – PVH Corp. [NYSE: PVH], the owner of the *Calvin Klein* trademarks worldwide and Arvind Limited announced that Arvind Brands and Retail Limited, a subsidiary of Arvind Limited, has replaced PVH's prior joint venture partners in Premium Garments Wholesale Trading Private Limited, the licensee of the *Calvin Klein* trademarks in India. In connection with the transaction, Calvin Klein, Inc., a wholly owned subsidiary of PVH, entered into a new license with Premium Garments to distribute *Calvin Klein Jeans* apparel and accessories and *Calvin Klein Underwear* products in India.

This new arrangement takes advantage of PVH's control of the brand vision for these two *Calvin Klein* product categories resulting from its acquisition of The Warnaco Group, Inc. in February 2013 and Arvind's operational expertise in the region, and is intended to maximize the market opportunities for these product categories throughout India.

The joint venture will focus on the expansion and enhancement of the existing Calvin Klein Jeans apparel and accessories (including belts, bags, and small leather goods) and Calvin Klein Underwear (including sleepwear and loungewear) businesses.

PVH and Arvind are also partners in a joint venture that licenses PVH's *Tommy Hilfiger* brand in India.

"By having Arvind – a true leader in the Indian apparel industry and established PVH business partner – join this venture, we believe we are well-positioned to execute against and expand upon the growth strategy for the *Calvin Klein* brand in India," said **Tom Murry**, Chief Executive Officer of Calvin Klein, Inc.

**Mr. Sanjay Lalbhai**, Chairman & Managing Director of Arvind Limited said, "*Calvin Klein* is one of the strongest fashion brands in the world and we are delighted to be JV partners with PVH for *Calvin Klein* in India. This relationship also strengthens our 20 years association with PVH, which started with the *ARROW* license and since has been extended to our joint venture with PVH for the Tommy Hilfiger business and the license for *IZOD*".

"*Calvin Klein* substantially strengthens our rich portfolio of brands, said **J. Suresh**, Managing Director and CEO, Arvind Lifestyle Brands Ltd. "By combining the strengths of the *Calvin Klein* brand and Arvind's operational capabilities in the Indian market, we believe we can build *Calvin Klein* into India's largest lifestyle brand over the next five years."

#### **About PVH**

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*, *JOE Joseph Abboud*, *DKNY*, *Ike Behar* and *John Varvatos*.

#### **About Calvin Klein, Inc.**

Calvin Klein, Inc. is one of the leading fashion design and marketing studios in the world. It designs and markets women's and men's designer collection apparel and a range of other products that are manufactured and marketed through an extensive network of licensing agreements and other arrangements worldwide. Product lines under the various *Calvin Klein* brands include women's dresses and suits, men's dress furnishings and tailored clothing, men's and women's sportswear and bridge and collection apparel, golf apparel, jeanswear, underwear, fragrances, eyewear, women's performance apparel, hosiery, socks, footwear, swimwear, jewelry, watches, outerwear, handbags, small leather goods, and home furnishings (including furniture). For more information, please visit [calvinklein.com](http://calvinklein.com).

### **About Arvind**

Arvind Brands and Retail Limited is a subsidiary of Arvind Ltd which is India's largest integrated textile player and is one of the oldest and most respected groups in the Textile Business in India. Arvind is also one of the largest producers of denim fabrics and is supplier to a large number of fashion brands in the world. Arvind has been a pioneer in bringing international brands to India and first brought ARROW to India in the year 1993. Arvind has licensing relationships with many international brands including *Gant*, *ARROW*, *IZOD*, *US Polo Association*, *Elle*, *Ed Hardy*, *Hanes*, *Cherokee*, *Mossimo* and *Geoffrey Beene*. Arvind also has a portfolio of 12 of its own brands. Arvind also runs the India retail operations of British retailers Debenhams and Next. Arvind has a JV with a subsidiary of PVH Corp. for the Tommy Hilfiger business in India. It also runs India's largest value retail chain, Megamart.

PVH CORP. SAFE HARBOR STATEMENT UNDER THE PRIVATE SECURITIES LITIGATION REFORM ACT OF 1995: Forward-looking statements made in this press release, including, without limitation, statements relating to PVH Corp.'s future plans, strategies, objectives, expectations and intentions, are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Investors are cautioned that such forward-looking statements are inherently subject to risks and uncertainties, many of which cannot be predicted with accuracy, and some of which might not be anticipated, including, without limitation, the following: (i) the Company's plans, strategies, objectives, expectations and intentions are subject to change at any time at the discretion of the Company; (ii) the levels of sales of the Company's licensees at wholesale and retail, and the extent of discounts and promotional pricing in which the Company's licensees and other business partners are required to engage, all of which can be affected by weather conditions, changes in the economy, fuel prices, reductions in travel, fashion trends, consolidations, repositionings and bankruptcies in the retail industries, and other factors; (iii) civil conflict, war or terrorist acts, the threat of any of the foregoing, or political and labor instability in any of the countries where the Company's licensees' or other business partners' products are sold, produced or are planned to be sold or produced; (iv) disease epidemics and health related concerns, which could result in closed factories, reduced workforces, scarcity of raw materials and scrutiny or embargoing of goods produced in infected areas, as well as reduced consumer traffic and purchasing, as consumers limit or cease shopping in order to avoid exposure or become ill; (v) the failure of the Company's licensees to market successfully licensed products or to preserve the value of the Company's brands, or their misuse of the Company's brands and (vi) other risks and uncertainties indicated from time to time in the Company's filings with the Securities and Exchange Commission.

The Company does not undertake any obligation to update publicly any forward-looking statement, whether as a result of the receipt of new information, future events or otherwise.