

PVH 2011 Workplace Performance Priority:

MAINTAIN A HIGH LEVEL OF ASSOCIATE ENGAGEMENT

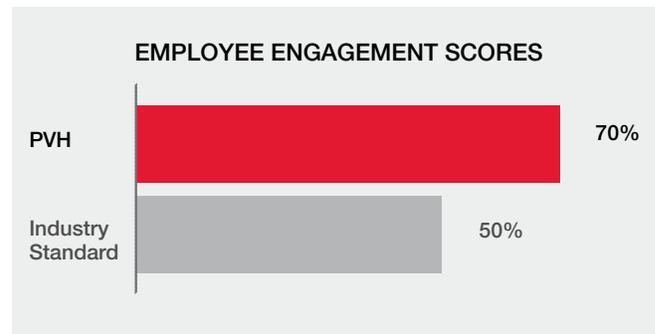
About PVH

PVH has grown exponentially from its 1881 roots to become a global company with revenues of over \$5.5 billion by successfully growing brands globally through a strategic combination of wholesale, retail, and licensing operations throughout North America, Europe, and Asia.

In less than a decade, PVH has experienced a tremendous amount of change that has redefined the identity, culture, performance, and potential of the company. Through these transformative acquisitions, PVH has secured their position as one of the largest global apparel companies, with a diversified portfolio of iconic lifestyle apparel brands, led by Calvin Klein and Tommy Hilfiger. PVH is a company transformed, focused on global growth while staying true to our their values.

Associate Survey

PVH asked the National Business Research Institute, a survey consulting firm, to solicit feedback from 7,033 salaried associates in the North America corporate offices, distribution centers, and retail stores, as well as their Far East offices.



SURVEY RESULTS

PVH had an 82% response rate, with 5,765 associates completing the survey. Overall associate engagement score improved by two points over the 2009 results, moving up to the 70th percentile, which is 20 points above the industry average. Highest rated topics were:

COMPANY IMAGE Associates are proud to work at PVH and enjoy the prestige associated with their world-renowned brands.

SENIOR MANAGEMENT STYLE Associates have a high level of trust and confidence in their senior executives and believe their decisions are in line with the company's values.

JOB SATISFACTION Associates believe that PVH is a good place to work. Further, they understand what is expected of them, how to do their jobs, and why their jobs are important to the Company.

The company attributes much of the positive feedback to initiatives implemented in response to the results of their previous Associate Surveys. These include:

- A continued commitment to share information by increasing the number and quality of communications, including “State of the Business” meetings, The Thread (intranet), town hall and regional meetings, “Lunch and Learn” sessions with division leaders, and increased communications at the department level.
- The initiation of new recognition programs, such as their GREAT Job Program, to award associates for extraordinary contributions to their workplace. The GREAT Job Program is discussed in greater detail below.
- A continued commitment and focus on CSR, driven by associates and leaders not only at the corporate level but also at each PVH location.

Engagement

PVH believes that it is important to recognize associates' contributions to the company's growth and success. Letting people know that their efforts are noticed and appreciated leads to greater job satisfaction and engagement. Over the past few years, a number of innovative associate recognition practices have been developed throughout the organization. PVH uses the "Manager's Reference Guide to Successful Management Practices" to share the best ideas.

GREAT JOB PROGRAM

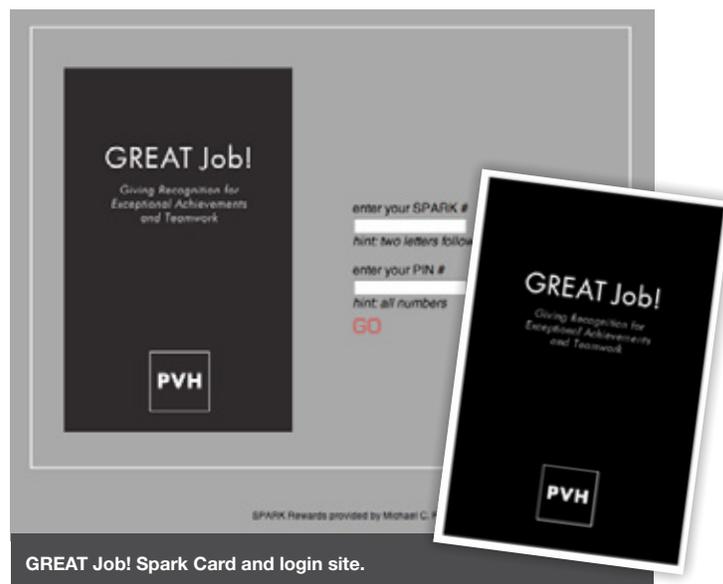
Using our Spark Rewards™ solution, PVH introduced the Giving Recognition for Exceptional Achievements and Teamwork (GREAT) Job program in June 2011. The GREAT Job cards provide managers the opportunity to reward associates on-the-spot for exceptional performance. Associates redeem the cards online and can choose from approximately 100 different items ranging from small electronics, gourmet food products, sporting goods, home goods, books, DVDs, jewelry, etc. All hourly and salaried associates in North America are eligible to receive GREAT Job cards.

To ensure consistency, associates must meet certain criteria to be eligible for a GREAT Job card. The intent is to recognize associates for doing something above and beyond, something extraordinary or something that embodies PVH core competencies such as teamwork and leadership.

When an associate meets one of the following six criteria, he or she is eligible to receive a GREAT Job card:

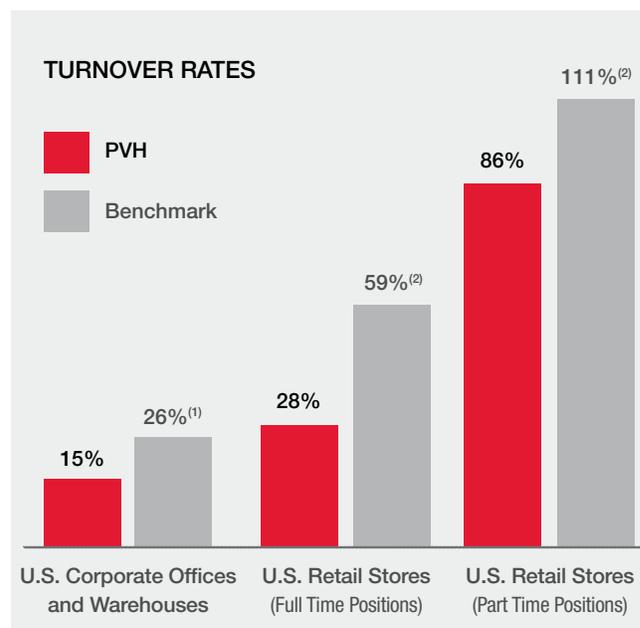
- Providing excellent customer service to internal and external clients
- Contributing an idea that leads to greater efficiency, improved quality, and/or documented cost savings
- Completing a project ahead of schedule and exceeding expectations
- Delivering significant unexpected value or results
- Demonstrating exemplary team player skills
- Displaying meaningful creativity/innovation

By year-end, more than 1,200 associates had been recognized through this popular new program. The feedback from associates has been very positive.



Retention

PVH believes that their historically low turnover and long-tenured workforce indicates associates are engaged and satisfied. Below is a comparison of PVH 2011 turnover vs. U.S. national averages.



(1) United States Department of Labor, Bureau of Labor Statistics - 2011

(2) Mercer/National Retail Federation, 2011 Compensation and Benefits Survey for Retail Companies

Source: PVH http://www.pvhcsr.com/csr2011/workplace_2011_performance.aspx