

# PVH Asia Limited

***One of the world's largest apparel companies, boasting TOMMY HILFIGER and CALVIN KLEIN, invests in retail technology to support growth and modernize the customer experience***

REDWOOD SHORES, CALIF.—May 14, 2019

PVH Asia Limited, a wholly owned subsidiary of PVH Corp. [NYSE: PVH], one of the world's largest apparel companies, has selected Oracle Retail to modernize its customer experience and store technology. PVH owns iconic brands including CALVIN KLEIN, TOMMY HILFIGER, Van Heusen and IZOD. PVH Asia will implement Oracle Retail Xstore Point-of-Service and Oracle Retail Customer Engagement to connect with the next generation of consumers. The solution will be rolled out in stores across China, Hong Kong, Macau, Taiwan, Singapore, Malaysia, South Korea, and Japan.

“PVH continues to experience extraordinary growth. As we compete and grow across Asia, we wanted to ensure our technology partner understands and supports local business



requirements of a modern customer experience,” said Eileen Mahoney, executive vice president, chief information officer, PVH Corp. “After a competitive evaluation, Oracle emerged as the best choice to support our business.”

“We are honored to partner with PVH Asia. We recognize that retailers need to deliver added value to win favor with the next generation shoppers,” said Mike Webster, senior vice president, and general manager, Oracle Retail.



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“With a 360 view of the consumer, we can help PVH empower associates and allow them to deliver relevant and local offers.”

## **About PVH Corp.**

PVH is one of the most admired fashion and lifestyle companies in the world. We power brands that drive fashion forward – for good. Our brand portfolio includes the iconic CALVIN KLEIN, TOMMY HILFIGER, Van Heusen, IZOD, ARROW, Speedo\*, Warner’s, Olga and Geoffrey Beene brands, as well as the digital-centric True & Co. intimates’ brand. We market a variety of goods under these and other nationally and internationally known owned and licensed brands. PVH has over 38,000 associates operating in over 40 countries and \$9.7 billion in annual revenues. That’s the Power of Us. That’s the Power of PVH.

\*The Speedo brand is licensed for North America and the Caribbean in perpetuity from Speedo International Limited.



# About Oracle Retail

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Oracle is the platform for modern retail. Oracle provides retailers with a complete, open, and integrated platform for best-of-breed business applications, cloud services, and hardware that are engineered to work together. Leading fashion, grocery, and specialty retailers use Oracle solutions to accelerate from best practice to next practice, drive operational agility, and refine the customer experience. For more information, visit our website, [www.oracle.com/retail](http://www.oracle.com/retail).



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Oracle Corporation World Headquarters  
500 Oracle Parkway  
Redwood Shores, CA 94065 U.S.A.

Find your local Oracle contact number here:  
<http://www.oracle.com/us/corporate/contact/global-070511>

