

## PVH Will Label Men's Dress Shirts with STANDARD 100 by OEKO-TEX®

Communicates corporate commitment to product safety, chemical management, and quality

OEKO-TEX® has announced that PVH Corp. [NYSE: PVH], which has excelled at growing brands and businesses with rich American heritages, becoming one of the largest apparel companies in the world, will begin communicating its STANDARD 100 by OEKO-TEX® certification to consumers through a specially designed sewn in label. The label will be added to men's dress shirt lines marketed under PVH's iconic CALVIN KLEIN, TOMMY HILFINGER, Van Heusen, IZOD, and ARROW brands, along with well-known designer brands licensed by PVH, the world's largest dress shirt company. The OEKO-TEX® label will appear in more than 25 million garments to be sold in stores and online by major retailers in North America, such as Macy's, Kohl's, JCP, Belk, and Amazon.

"Our retailer customers are increasingly interested in providing consumers with dress shirts that are tested for harmful chemicals and considerably made," said David Sirkin, President of the Dress Furnishings Group of PVH. "In addition, PVH, an industry leader in corporate responsibility, is committed to the responsible production of high quality products. The STANDARD 100 by OEKO-TEX® certification helps us address both of these goals within our dress shirt business and the sewn-in labels communicate this significant commitment to our consumers."

These PVH dress shirt lines have been STANDARD 100 by OEKO-TEX® certified since 2011. The independent certification is an important tool PVH employs to attain the Responsible Chemical Management goals set forth in their Corporate Responsibility strategy.

Learn more about the OEKO-TEX® portfolio of testing, certification, and labeling products at: <http://www.OEKO-TEX.com>.

### About OEKO-TEX®

With 25 years of experience, OEKO-TEX® leads the world in empowering and enabling consumers and companies to protect our planet by making responsible decisions. OEKO-TEX® provides standardised solutions which optimise customers' manufacturing processes and help deliver high quality, more sustainable products. All of the products within the OEKO-TEX® portfolio are used to strengthen our customers' systems, processes or products and, ultimately, they help create more sustainable companies. To date, 10,000 manufacturers, brands, and retailers in almost 100 countries are working with OEKO-TEX® to ensure that their products are tested for potentially harmful substances and millions of consumers around the world look for OEKO-TEX® labels before making buying decisions. OEKO-TEX® certified products and suppliers can be located in the OEKO-TEX® Online Buying Guide at [www.oeko-tex.com/products](http://www.oeko-tex.com/products). Connect with OEKO-TEX® on Facebook, on LinkedIn, and on Twitter.