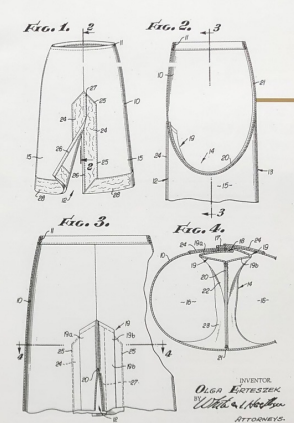


FOUNDERS & ENTREPRENEURS



Eliza Wheeler Eliza Wheeler, founder of Van Heusen, is shown in the photograph. She was a successful businesswoman and inventor of the Van Heusen collar. She was the first woman to be named "Entrepreneur of the Year" by Entrepreneur magazine.



History

THE FOUNDERS and early business leaders of our brand have fantastically diverse backgrounds and trajectories but share the entrepreneurial spirit and open mindset needed to succeed in a dynamic apparel business. From testing the limits of fabric properties to reimagining the way consumers buy their clothes, our brands' inspiring innovators and changemakers took risks and embraced the partnership needed to bring their ideas to life.

INVENTOR
Oscar Koppelman
of the Van Heusen
Collar

PHILLIPS-JONES VAN HEUSEN

AN AMERICAN PRODUCT
ORIGINATED AND MADE
IN THE U.S.A.

This Van Heusen collar packaging design proudly announced its American invention and manufacturing to consumers of the 1920s and '30s.

INNOVATION & EVOLUTION



With locations around the world, TOMMY HILFORDS Store of the Future concept (launched 2017) uses touchscreens to augment the brand's online offerings with the brand's entire product range, more purchasing options and experiential content.

OUR SUSTAINABLE BRAND. Van Heusen, centered on an innovative collar design that began production 100 years ago, delivering comfort, quality and style at an accessible price point. The legacy of technological innovation and adaptation to consumer's evolving needs has driven our business ever since. The longevity of our women's intimates brand speaks to our "finesse and modern" strategic growth, from developing new stretch synthetics to matching grain when rigid denims are no longer the ticket to success or what women desired.

Agility is now defined by sustainable consumer practices and products, designed to last while designing not waste. Our innovations across the company unlock the potential of our brands and decisively power industry change.



Business

JEANS CULTURE

—
[Inset]
Jeans went from being on the Puff Product Innovation Center in Manhattan, an innovation hub working to create the perfect denim stretch, fabric, waist and pattern while reducing denim's environmental impact.

[Inset]
Mark Rosen and Ashish created for the new Tommy Jeans division in 1997. As brand ambassadors, Ashish represented the individuality and creativity of the brand, mixing merchandise with merchandise and putting a whole new twist into a handbook for a category renaissance.

PHOTO: SANTI D'ORAZIO



RUNWAY SHOWS



History

—
WELL BEFORE the establishment of New York Fashion Week, Warner understood the impact of spectacle, staging elaborate runway shows for buyers and the press as early as the 1930s. By the time rising designer Calvin Klein spring came to the scene, NYFW was a well-trodden institution, a biannual celebration of the new, the old, and later Tommy Hilf, shook up these seasonal presentations and captured the front row with inventive looks modeled by faces both famous and fresh. Through the acceleration of fashion trends and democratization of the fashion press, our brands have skillfully leveraged this stage for an evolving industry, fusing art, entertainment and commerce.

—
Calvin Klein with models backstage after the Calvin Klein Collection Fall 1981 runway show.
PHOTO: DUSTIN FITTMAN

ART & DANCE

[Iconic Partnerships]

For the Spring 2017 great David Lauder, CALVIN KLEIN featured works by Andy Warhol's estate. "Real" (1970), photographed by the Andy Warhol Museum in Pittsburgh.



Starting his career as a commercial artist for fashion magazines, newspapers and stores, Andy Warhol retained his interest in fashion and was a front row guest at Calvin Klein's Collection events presentations in the mid-1960s.

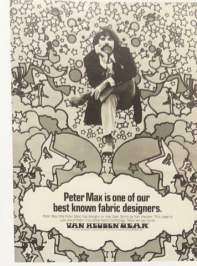
Here, the Pop Art movement leader and legendary cultural figure photographs man modeling a Fall 1963 look.



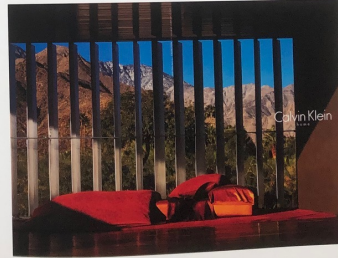
Credited with popularizing ballroom dance, Vernon and Irene Castle were an admired dance duo who appeared on Broadway and in silent films. In 1925, Irene inspired Calvin's opposite theater line—the first designer concept using the forward name of a prestigious British couturier.



In 1990, Calvin Klein collaborated with famed American 1980s conceptualist Martin Gribben, designing costumes for his performance of "Mist: Leaf Rag." Warhol sketches by Zack Carr.



Van Helzen commissioned popular psychedelics artist Peter Max to design graphic prints for its GEAR youth line in 1970. The shirts are now considered one of Calvin's icons.



A KEY MARKETING PRINCIPLE is that we sell—when it's smart. With their extensive histories, our Heritage Brands have witnessed and advanced major shifts in the social politics of our day. In the 1950s and 1960s, our modernist flirtations gave us a more open atmosphere on desire, showcasing who does the wanting—and shopping. Our advertising reflects and reflects society's changing representations of sexuality and gender roles. While they don't reflect our values today, they offer a vital window into how far we've journeyed.



Early intruder marketing didn't picture the product on real models as that was deemed too "frivolous" to reach. Through the decades, Warhol's model book that enticed buyers 1960s as he for the new New York scene was an elegant foray into the pop artfully presented the "Tudor" line in 1961.

Showing the results of dressing well. Always, modernized marketing advertising often looks to reveal more than merchandise (right).



Van Helzen 477 Study Pin. She's that will get them looking your way even if they don't see things your way.



Created as a billboard in SoHo, Manhattan, the graphic sensibility of the Spring 2009 CALVIN KLEIN JEANS campaign photographed by Steven Meisel went for everyone. The company asked the billboard to be public display.

Photographed by Mario Sorrenti, the Fall 2003 CALVIN KLEIN JEANS campaign explored its embrace of modern, who commercialized that message, and social and dating apps. The adverts featured a mix of straight and LGBT+ models combined with images of their suggestive text conversations.

