



Digital Sales Policy

PVH Europe | Version 4 | 10th December 2024

Calvin Klein TOMMY  HILFIGER

Foreword

As a global leader in the fashion industry, PVH proudly represents the iconic *TOMMY HILFIGER* and *Calvin Klein* brands. For decades, these brands have redefined fashion, setting the standard for style, quality, and authenticity. As we continue to innovate and shape the future of fashion, expanding our digital presence and delivering a premium online experience has become more crucial than ever.

The **Digital Sales Policy** has been created to uphold the high standards of our legacy, ensuring that all partners selling PVH brands online operate with the same level of excellence. This policy establishes clear requirements and compliance rules, empowering our partners to ensure a high-quality online retail environment that mirrors the premium positioning of our brands. It is through this alignment that we safeguard the integrity and positioning of the PVH brands, offering consumers a digital experience that reflects the heritage, innovation, and sophistication of the Tommy Hilfiger and Calvin Klein brands.

Compliance with the PVH Digital Sales Policy is a minimum requirement for both current and prospective partners engaged in the online sale of PVH products. Adhering to these standards ensures that every interaction with our brand online reflects the excellence and values PVH is known for globally. Should a partner deviate from this policy, we will work closely with the partner to address any deviation and maintain our shared commitment to upholding PVH's high standards.

For any further questions or clarification, please reach out to your designated sales manager. Together, we can ensure a consistently exceptional digital presence that honours the prestige of PVH and its iconic brands

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1. Scope

This policy applies to all PVH partners across the **EMEA region** – Europe, the Middle East, and Africa – who engage in the online sale of the **PVH brands**, including Tommy Hilfiger, Tommy Jeans, Calvin Klein and Calvin Klein Jeans. In case the PVH partner decides to outsource the operation of the web shop to a third party, they are still fully liable and responsible towards PVH for the content or any issue occurring.

Furthermore, this policy applies to all digital sales channels, from desktop, tablet and mobile (applications), ensuring a unified and premium shopping experience across all digital touchpoints.

For the purposes of this policy, the following terms are defined as outlined below:

- 'Brands' refers to Tommy Hilfiger, Tommy Jeans, Calvin Klein, Calvin Klein Jeans and all associated divisions under these names.
- 'Products' refers to all products from the PVH brands
- 'Digital point of sale' or 'ePOS' refers to any online platform or digital interface where transactions are initiated and completed. This includes e-commerce websites, mobile apps, online marketplaces, and any other digital environment where products are offered and purchased.

2. Requirements for Online Sale

PVH is dedicated to delivering an outstanding online consumer experience. To support this goal, this chapter defines the minimum requirements for online sales conducted by PVH partners. These standards are designed to ensure a high-quality online retail environment across all digital points of sale, reflecting the excellence and values inherent to the PVH brands.

2.1 Technical

- The digital point of sale of PVH partners shall be compatible with all major internet browsers (e.g. Chrome, Safari etc.) and operating systems (e.g. Microsoft Windows, Mac OS, Android OS)
- PVH partners are required to provide a secure server for hosting their websites, utilizing industry-standard encryption technology.
- PVH partners must ensure a homepage load time of under 2.5 seconds for the Largest Contentful Paint (LCP). The LCP measures the render time of the largest visible image, text block, or video, which indicates when the main content of the webpage has fully loaded. A reliable tool for measuring page load times and identifying areas for improvement is Google's PageSpeed Insights (www.pagespeed.web.dev).

2.2 Product Offer

- PVH partners shall ensure that their product assortment is representative of the current collection. This includes maintaining an appropriate selection of products and categories that embody the brand's identity and essence.
- Seasonal items must be offered consistently throughout their respective season, while NOS (Never Out-of-Stock) products must be offered continuously year-round.
- Product availability information should be communicated in real-time. Out of stock products should be clearly marked as 'currently unavailable' or similar.
- Each product should be displayed only once, avoiding duplicate listings of the same PVH product. This does not apply to products offered in multiple colour variations.

2.3 Navigation, Search & Product Merchandising

- PVH products must be tagged correctly, based on the correct lifestyle brand, season and product features (colour, fit details – e.g. high waist), so that PVH products are correctly categorized and displayed in the relevant product list pages (PLPs).

- PVH partners are required to implement a search function that delivers consistently accurate results, regardless of whether brand specific (e.g. Tommy Hilfiger), non-brand specific (e.g. Jeans), or a combination of these keyword types are used (e.g. Tommy Hilfiger Jeans).
 - When the search term is brand specific (e.g. Tommy Hilfiger), the search results must not contain any products from competing brands.
- A user-friendly, intuitive navigation must be provided, allowing consumers to browse by brand, gender, product category (e.g. dresses), and product type (e.g., mini dress).
- Navigation labels should be clear and easy to understand. Examples of precise, clear & user-friendly navigation labels (sorted a-z):

Clothing	Shoes	Underwear & Loungewear	Accessories	Bags
Coats	Ankle boots	Bottoms	Beanies	Backpacks
Dresses	Ballerinas	Boxers	Belt	Bucket bags
Jackets & Blazers	Boots	Bras	Caps	Crossbody bags
Jeans	Chelsea Boots	Briefs	Gloves	Satchel bags
Jumpsuits	Espadrilles	Hipster	Hats	Shoulder bags
Knitwear & Cardigans	Flat Shoes	Loungewear	Jewellery	Tote bags
Shirts & Blouses	Heels	Pyjamas	Scarves	
Shorts	Lace-up boots	Socks	Sunglasses	
Skirts	Loafers & Moccasins	Thongs	Ties & Pocket squares	
Sportswear	Sandals	Trunks	Wallets & Cardholders	
Sweaters & Hoodies	Slippers		Watches	
Swimwear	Sneakers			
Trousers				
T-Shirts & Tops				

- To enhance the browsing experience, a filtering function shall be provided on the product list page, including the option to filter by brand, size and color.

2.4 Product Detail Page (PDP)

All Product Detail Pages (PDP) must meet PVH's minimum standards, which includes the following:

- Original brand name
- Original product name provided by PVH
- A minimum of 2 images for apparel and accessories (front and back), and 5 for footwear (2x front, 1x back, 1x side, 1x top view). Exceptions are possible, only with alignment from PVH.
- Detailed product information of the PVH product, including at least the key product features, fit and composition details.
- An image zoom function that enables close inspection of product details, including fabric texture and intricate design elements.
- A size guide to assist consumers in selecting the appropriate size.

2.5 Product Imagery

To ensure a clear and professional product presentation, images must meet industry-standard resolution requirements, maintaining quality and sharpness across desktop, mobile, and tablet displays.

2.5.1 PVH Product Imagery

PVH partners are encouraged to utilize official PVH product imagery. When integrating PVH content, partners must adhere to the following requirements:

- A minimum of 2 images is required for apparel and accessories (front and back), and 5 for footwear (2x front, 1x back, 1x side, 1x top view). Exceptions are possible, only with alignment from PVH.
- Retouching is not allowed for any of the model imagery provided by PVH.
- If a PVH partner needs to crop an image for any reason, they may do so as long as the branding and primary garment remain clearly visible and centered.

2.5.2 Self-Production Guidelines

When a partner shoots their own imagery, the following requirements apply:

- The images shall be shot in a professional environment that mirrors the premium look and feel of PVH's imagery content (e.g. a professional shoot with stylists, photographers, and models).
- The products should be presented neatly (e.g. steamed, ironed, free of dust or fluff, and without visible scratches, bags stuffed).
- Products must be shot from different angles or with a 360-degree view. A minimum of 2 images is required for apparel and accessories (front and back), and 5 for footwear (2x front, 1x back, 1x side, 1x top view).

- It is not allowed to mix & match PVH products with branded products from direct competitor brands. PVH recommends creating looks with products from the respective PVH lifestyle brand or to make use of non-branded products.
- PVH reserves the right to request imagery changes if any content is deemed factually unsound or detrimental.
- PVH is under no circumstances liable for any costs associated with self-production.

2.5.3 User-Generated Imagery

- If a PVH partner incorporates user-generated imagery on the PDP, they must ensure that these images meet PVH's quality standards (e.g. no blurry images) and align with the brand's premium positioning (e.g. no wrinkled clothes).
- PVH reserves the right to request the removal of any content that fails to meet these standards or negatively affects the brand's reputation.

2.6 Check-out & Payment

- PVH partners need to ensure that the shopping basket only contains products and services selected by the consumer.
- Retail prices of selected articles in the shopping basket need to match retail prices previously stated in the online point of sale. Furthermore, the total retail value of products and services must be visible and should remain the same throughout the check-out process.
- PVH partners must clearly communicate the total cost to the consumer, including the retail price (including taxes), shipping fees, and any discounts, to avoid surprises at the final payment stage.
- PVH partners shall provide an order summary, so consumers can review their items, quantities, and prices before placing their order.
- To manage consumer expectations, PVH partners shall provide an estimated shipping time prior to purchase. These estimations need to be as accurate as possible and adjusted based on stock availability as well as the consumer's delivery address and chosen shipping method.
- PVH partners must offer secure and consumer-friendly payment methods that comply with industry standards. At a minimum, the following two payment methods should be available:
 - Credit Card (e.g. MasterCard, Visa, American Express).
 - Immediate transfer/ Advance payment.
- Once an order is placed, an immediate order confirmation must be sent to the consumer via email, containing all relevant order details, such as order number, article number and description, size, quantity, price, chosen payment method, and the total invoiced amount.

2.7 Order Fulfilment

- Upon shipment of the products, the PVH partner must send a shipment notification email to the consumer with the corresponding tracking information.
- If the PVH partner charges shipping fees, the delivery fee may not excessively exceed the actual cost of shipment and packaging.
- If an order is delayed, the PVH partner must inform the consumer as soon as possible. In case the delay is substantial versus the initial communicated shipping time, the partner must offer the consumer the option to cancel the order.
- If a PVH partner cannot fulfil an order, the partner must inform the consumer without any delay and offer an automatic refund.
- PVH partners must respect the below packaging standards:
 - Partners must use appropriate outer packaging for shipment based on the size, type, and quantity of items being shipped.
 - Items requiring protection during transit must be appropriately protected (e.g. shipped in a cardboard box).
 - Whenever possible, all items from an order should be shipped in a single parcel to simplify the delivery experience for the consumer.

2.8 Policy Documents & Consumer Care

- PVH partners must implement clear and comprehensive Terms and Conditions, along with a detailed Privacy Statement, both of which should be clearly displayed and easily accessible to consumers (e.g. via a link in the footer).
- PVH partners must clearly communicate the payment, delivery and return policies through all stages of the shopping journey (e.g. on product detail pages, in the website footer) and during checkout.
- PVH partners shall offer at least one contact option (email, phone or chat) to get in touch with a consumer service representative.
- Consumer inquiries should be answered within 24-hours on weekdays and within 72 hours on the weekends.
- In addition to offering consumer support, PVH partners must provide a dedicated consumer support section that includes a comprehensive and easy-to-navigate FAQ, addressing inquiries related to payments, delivery, returns, and order management.

2.9 Returns & Refunds

- PVH partners must implement a transparent returns policy with a minimum return window of 14 days. The policy should clearly define the acceptable conditions for returns, the steps for initiating a return, and specify the refund timeline and any applicable return fees.
- To ensure an easy return process, a pre-printed return label must be provided in the product's parcel. Alternatively, a printless return service must be offered.
- If a consumer makes a return, the PVH partner must send an email confirmation to the consumer upon receiving the returned goods. This confirmation should also include an estimated timeline for when the consumer can expect their refund.
- Refunds must be processed within 14 days of receiving the returned goods, or in accordance with any shorter timeframe as dictated by applicable law, and must be issued via the same payment method used during the original purchase.

3. General Rules

This chapter outlines the overarching rules governing the online sale of PVH products, encompassing both the use of PVH intellectual property and marketing guidelines. To maintain the integrity and premium positioning of our brands, PVH partners are required to adhere to these guidelines at all times.

3.1 Policies protecting the intellectual property of PVH

3.1.1 PVH Trademarks

- PVH partners are strictly prohibited from using any variation, misspelling or alternative punctuation of PVH trademarks under any circumstances. This restriction encompasses truncated brand names (e.g., “Tommy,” “Hilfiger,” “Calvin,” “Klein”) and applies to all forms of use, including but not limited to the partner’s digital point of sale, social media platforms, advertising campaigns, and any other marketing or promotional materials. Examples of unacceptable variations include, but are not limited to:

– Tom.my.hil.figer	– Cal.vin.klein
– t-o-m-m-y-h-i-l-f-i-g-e-r	– c-a-l-v-i-n-k-l-e-i-n
– Tomy Hilfiger	– Calvin Clein
– Tommy Hilfiger	– Calvin Klain
– The Hilfigers	– Kalvin Klein
- PVH trademarks must not be used in combination with ™, © and/or ® symbols.
- PVH trademarks shall not be mentioned in combination with any partial or exact synonym and/or translation of “Official” or similar wording implying any official or special relationship with PVH. For example, ‘Tommy Hilfiger Official Online Shop’ is not permitted, as it may mislead consumers into perceiving the partner’s ePOS as PVH’s official online store.
- PVH partners may only use PVH trademarks if they are actively selling products from the respective brand(s) or division(s). For example, a partner selling only Tommy Hilfiger products shall refrain from referencing the ‘Tommy Jeans’ brand.

3.1.2 Brand logos

- PVH partners must use the official and most current logo provided by the brand. Brand logos should always be obtained through your PVH account manager to ensure accuracy and quality.
- In the event of a logo update, PVH partners are required to replace the old logo with the updated version across all platforms and materials without delay.

- PVH partners are strictly prohibited from making any modifications to the logo. This includes altering, distorting, rotating, or cropping the logo in any way. Adding text, filters, shadows, gradients, or other visual effects is also not permitted.
- PVH partners should always refer to the latest logo guidelines provided by their PVH account manager to ensure compliance with the logo usage standards.

3.1.3 Domain names

- PVH partners are prohibited from using PVH trademarks in the Top-Level Domain (TLD) or subdomain structures.
 - Acceptable formats:
 - www.yourdomain.TLD/tommy_hilfiger
 - www.yoursubdomain.yourdomain.TLD/tommy_hilfiger
 - www.yourdomain.TLD/calvin_klein
 - www.yoursubdomain.yourdomain.TLD/calvin_klein
 - Unacceptable Formats
 - www.tommy_hilfiger.yourdomain.TLD
 - www.yoursubdomain.tommy_hilfiger.TLD
 - www.calvin_klein.yourdomain.TLD
 - www.yoursubdomain.calvin_klein.TLD
- If a partner operates a digital point of sale under a domain name that is different from their official trade name, it must be clear to the consumer which entity is operating the ePOS. A partner’s official trade name can be displayed through a dedicated section on the website (e.g. ‘about us’ or ‘company information’ page) or included in the ePOS terms & conditions, privacy policy, or any other legal documentation visible to consumers.

3.1.4 Social Media account names

- PVH Partners shall not include PVH trademarks in social media account names, bios, or use PVH logos as profile images or avatars. Any accounts violating these rules will be reported for trademark infringement without prior notice.

3.1.5 Brand Representation Guidelines

- PVH partners must ensure that consumers clearly understand whether they are engaging directly with PVH or with a third-party partner. To eliminate any potential confusion, the following requirements must be adhered to:
 - PVH brands must always be referenced in the third person. Personal pronouns (e.g., “we,” “us”) and possessive pronouns (e.g. “our”) should exclusively refer to the partner’s own business entity, not to PVH or its brands.
 - Partners are prohibited from copying or utilizing any content, materials, or data related to PVH products or brands from PVH or its affiliates’ online platforms, unless explicitly authorized.

- PVH partners must ensure that their digital point of sale does not contain and is not linked to any website with content that is violent, racist, pornographic, religious, and political or otherwise considered offensive or inappropriate.
- The sale of counterfeit PVH products is strictly prohibited. If partners encounter counterfeit or otherwise infringing items or suspect stock offers, it is appreciated if you report them promptly to BrandProtectionEurope@pvh.com to facilitate appropriate investigation and action.

3.1.6 Brand Content

- PVH partners must maintain the integrity of all brand-provided content, including imagery, data, and copy. Any unauthorized modifications, such as rewriting copy or altering, distorting, or rotating images, are strictly prohibited. Adding text, filters, shadows, gradients, or other visual effects to images is also not allowed. If necessary, images may be cropped, provided that the branding and featured products remain clearly visible, proportionate, and properly centered within the frame. PVH reserves the right to request changes to any content used by partners if it is found to be factually inaccurate, non-compliant with brand guidelines, or potentially harmful to the brand's reputation.

3.2 Marketing Guidelines

This section outlines the marketing rules related to digital campaigns, including but not limited to:

- Onsite Banner Campaigns
- Sponsored Product Ads
- Search Engine Advertising (SEA)
- Search Engine Optimization (SEO)
- Paid Social Media
- Influencer Campaigns
- Display Ads
- Review Generation Campaigns
- Consumer Relationship Management (CRM) Campaigns (e.g., newsletters, push notifications, SMS)

3.2.1 Generic Marketing Rules

- All digital brand visibility, whether onsite or offsite, must adhere to the seasonal brand guidelines, including cropping, layout and digital guidelines.
- Digital marketing campaigns must support the premium and elevated brand positioning and avoid any misleading or false information that could harm the brand's reputation.
- Retailers should avoid advertising aggressive sale, discounts or promotions in a way that may damage or affect the premium image of a PVH brand negatively. Notwithstanding the foregoing, the retailers are free to calculate and set their own retail prices and discounts.

- PVH partners must avoid misleading advertising (e.g. bait advertising) and ensure that the scale of advertising aligns with the available inventory and assortment.
- PVH partners should initiate a digital marketing campaign only if they are currently selling products of the respective brand(s) online and have adequate stock levels to effectively support the campaign.

3.2.2 Campaign Content

- PVH partners must not disclose, reference, or use any advertising materials before the official launch date of the respective campaign.
- PVH partners should ensure that seasonal onsite content is refreshed regularly to reflect the current collection and ensure compliance with image usage rights. Content from previous seasons should not be used to promote current-season products.
- PVH partners should prioritize using PVH-provided campaign content over self-produced campaign materials. If partners wish to create original content, it must be produced through a professional shoot with stylists, photographers, and models, and align with PVH's quality standards. All self-produced content must be approved by the respective PVH brand to ensure consistency with brand guidelines.
- PVH partners should not use PVH content sourced from the internet (whether owned by other partners, media platforms or influencers) without authorization. If you wish to use content from PVH, please contact your designated account manager for assistance.

3.2.3 Search Engine Advertising

- Ads featuring PVH brands must link to a dedicated landing page/category page/product page related to the respective PVH brand on the partner's website. Ads should not direct users to pages featuring only other brands. Any accounts violating these rules will be reported for trademark infringement without prior notice.
- Partners should not bid on keywords that associate PVH brands with terms suggesting fraudulent or cheap qualities (e.g., "fake").

4. Third Party Marketplaces

Marketplaces are e-commerce platforms owned by a third party, where partners offer their products for sale to end consumers (the “**Marketplace**”). The Marketplace offers the e-commerce technology and web hosting, usually in exchange for a commission on sale. Marketplaces may be stand-alone websites (e.g. Farfetch) or built-in e-commerce websites (e.g. Zalando or Amazon).

To support the PVH distribution strategy, including the focus on certain strategic partners, and to protect the reputation and image of the PVH brands online by ensuring that the products are offered in an appropriate brand environment offering a consumer experience covering everything from delivery to returns, PVH partners are **NOT** allowed to offer PVH products on third party Marketplaces where either:

- A. the PVH partner acts as a reseller, selling to end consumers in its own name and for its own account via the Marketplace or,
- B. where the Marketplace sells PVH products to end consumers in its own name, but for the account of the PVH partner, with the PVH partner therefore bearing the risk of the sale and any unsold products.

For the avoidance of doubt, except as otherwise set out in this Digital Sales Policy, the use of price comparison sites or advertising platforms, and the reselling of PVH products to Marketplaces shall not be restricted. PVH may, in accordance with the PVH distribution strategy, continue to sell the products on and to Marketplaces.

In the event of a violation of the rules about Marketplaces, PVH reserves the right to take appropriate action against the violating partner. Measures may include termination of the contractual relationship and ceasing the supply of products.

The following list includes examples of Marketplaces where the restrictions apply, if the partner’s activities on the Marketplace falls under the provisions (A or B) outlined above.

X Examples of Marketplaces A to Z

AboutYou	John Lewis
Addtocart	Joom
Afound	Kark
Ahlens	Karkkainen.com
Allegro	Kaufland
Amazon	kiabi.com
Asos	La Redoute
Atalanda	Limango
Avocado Store	Mall.cz
Best Secret	Manor
Bol	Markt.de
BrandAlley	Miinto
BrandsforlessBreuninger	Miravia
C-Discount	Modivo
Cdon	Okazii
ClubeFashion	Onbuy
Debenhams	Otto
De Bijenkorf	Outfit24
Digitec Galaxus	OutletCity Metzingen
Dress For Less	Pixmania
Ebay	Place des tendances
Ellos	Printemps
El Corte Ingles	Rakuten
Emag	Rue du commerce
Engelhorn	Sarenza
eprice	Schuhe24
Farfetch	Secret Sales
Fashionette	Shein
Fashion Days	Showroomprive
Fnac	Skrouz
Fruugo	Spartoo
Fyndiq	Privalia
Galeria	Taschen24
Galleries lafayette	Temu
Giglio	The Very Group
Globus	TK Maxx
Görtz	Trendyol
Groupon	Universal
Happy Size	Van Graaf
Harrods	Veepee
Harvey Nichols	Winkelstraat
H&M	Worten
Inno	Yatego
Le BHV Marais	Yoox
JD Sports	Zalando

Appendix: Digital set-up

1 Introduction

The digital set-up manual has the objective to empower PVH business partners to strengthen their digital point of sale and create a more engaging consumer experience through the power of PVH brands.

By leveraging the features outlined in this manual, PVH partners will be equipped to create a seamless and elevated on-line shopping experience to maximize consumer engagement, traffic and conversion, and ultimately support business growth.

The recommended features are related to four key elements of online shopping, to go above and beyond the minimum requirements set in the Digital Sales Policy: i) Brand Shop, ii) Product List Page (PLP), iii) Product Detail Page (PDP), iv) Data.

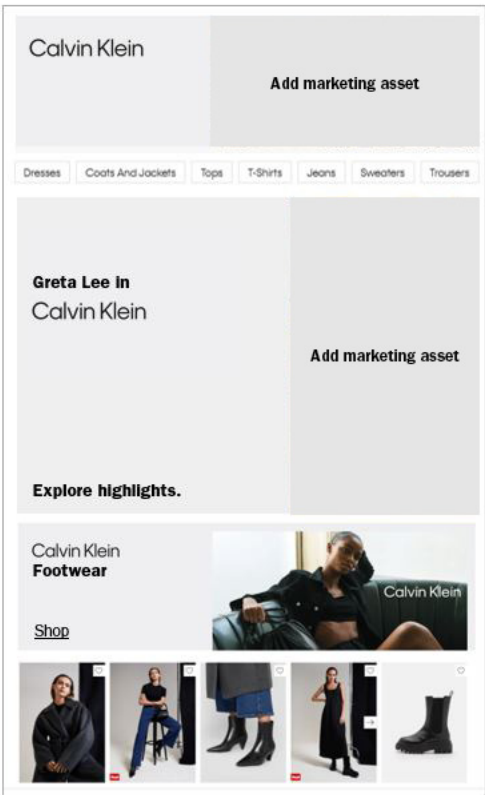
2 Brand Shop

A Brand Shop is a dedicated section within a PVH partner's digital point of sale that exclusively showcases Tommy Hilfiger or Calvin Klein products. This space serves as a unique gateway for consumers to explore the brand, featuring visually appealing layouts and curated content that highlights brand storytelling, seasonal campaigns, and product.

2.1 Brand Shop integration

To create a strong PVH Brand Shop, partners should follow the guidelines below:

- ☐ A Brand Shop should be created for all dedicated PVH lifestyle brands (e.g. Tommy Hilfiger, Tommy Jeans, Calvin Klein and Calvin Klein Jeans) by highlighting the unique identity and collections of each brand.
- ☐ Each PVH Brand Shop should offer a balanced mix of engaging brand content, including images, videos, and shoppable products, to provide an immersive experience that strengthens consumer engagement and drives conversions.
- ☐ The content in PVH Brand Shops should ideally be updated four times a year to align with each season, keeping the content relevant to consumers.

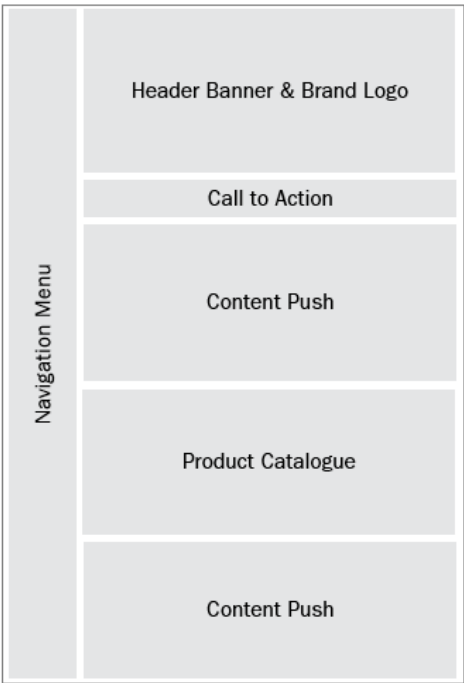


2.2 Brand Shop structure

A strong brand shop structure should include the following elements:

- ☐ Fixed or moving slider with seasonal campaign banner and brand logo
- ☐ Call to action buttons to help navigate the consumer to key product categories
- ☐ Content related data pushes to highlight seasonal or divisional content or to add outfit inspiration (e.g. shop the look)
- ☐ Structured product catalogue to drive product discovery and conversion

This framework serves as an example of a PVH Brand Shop, and the various Brand Shop attributes can be customized to suit PVH partner’s specific needs. This framework outlines a structured approach for organizing a Brand Shop, ensuring it is both visually appealing and user-friendly.



2.3 Brand Shop Logo Focus

Correct brand logo usage on the product description page (PDP) and throughout the brand shop ensures brand consistency, helping to build recognition and trust among customers. It reinforces the brand’s identity, differentiates it from competitors, and enhances the overall shopping experience by creating a cohesive, professional presentation across the site.

To ensure effective logo usage and enhance brand identity, PVH partners should:

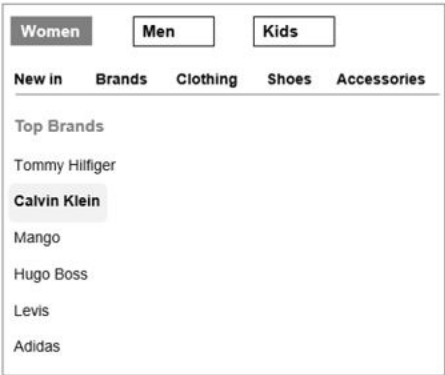
- ☐ Use the correct PVH brands’ logos on product pages and throughout the Brand Shop. PVH partners can contact regional sales teams to access the updated brand logo and consult their local marketing team for guidelines on logo usage rights and application.
- ☐ Use PVH brands’ logos in their original colorway



2.4 Brand Shop Accessibility

To ensure a premium online shopping experience, PVH brand shops should always be easily accessible and readily available within a partner's digital point of sale. Two recommended approaches to driving traffic to the PVH Brand Shops are the following:

- ☐ PVH partners should implement an automatic redirection to the respective PVH Brand Shop for branded search terms. For example, a search query for "Calvin Klein" should redirect users automatically to the Calvin Klein Brand Shop. This automated redirection is essential to drive traffic and enhance the consumer experience.
- ☐ PVH brands should be listed among the top brands on PVH partners' digital point of sales, to boost visibility and traffic, reinforce quality, and build consumer trust.



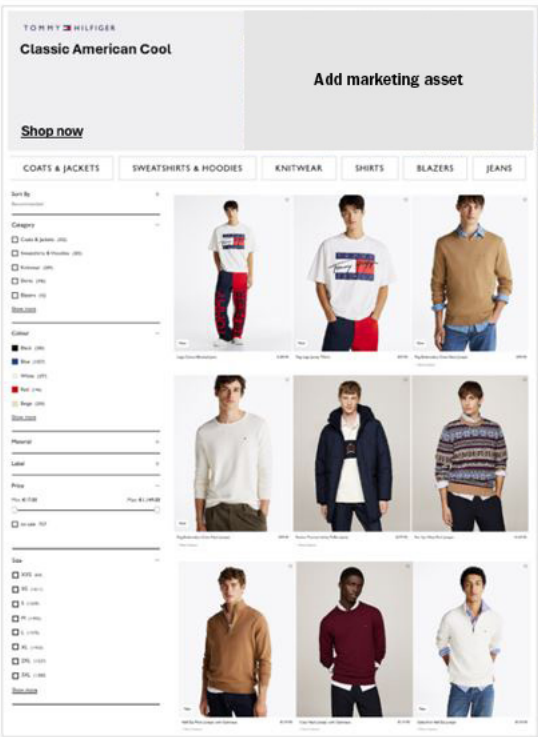
3 Product List Page

A Product List Page (PLP) is a page within the partner's digital point of sale that displays a collection of products organized by category, brand, and other filters. Its purpose is to enable consumers to browse products efficiently, providing a clear overview of available items along with key details like images, names, and prices.

A Product List Page [PLP] is essential to drive sales by organizing products clearly, integrating divisional and seasonal content, and making it easy for consumers to browse and get inspired.

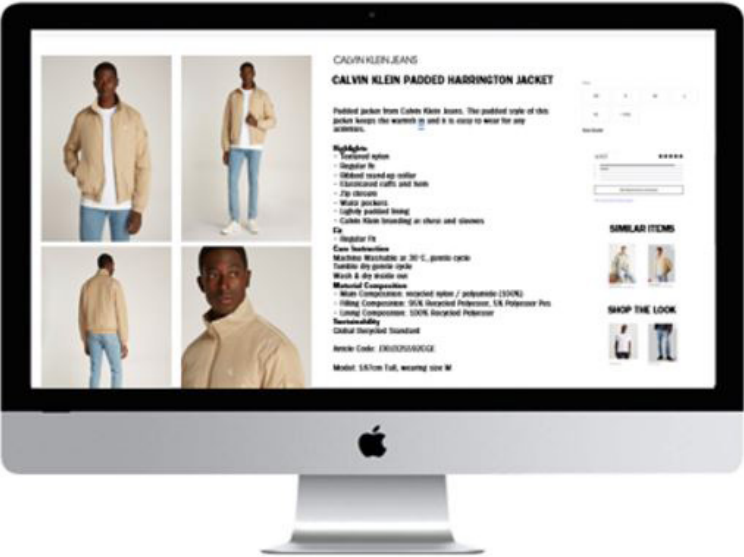
A well designed PLP should include:

- ☐ Integrated brand banner to provide strong brand presence (e.g. integrated at the top of the page and/or in the product feed)
- ☐ Additional filtering options beyond 'brand,' 'size,' and 'color' to enhance ease of navigation and improve the shopping experience. Examples include, but are not limited to: fit, material, season, style/occasion etc.'
- ☐ Structured product catalogue and organized grid layout for easy browsing, including key information: imagery, brand name, product name and price
- ☐ High quality images and a uniform style across all images to maintain visual harmony

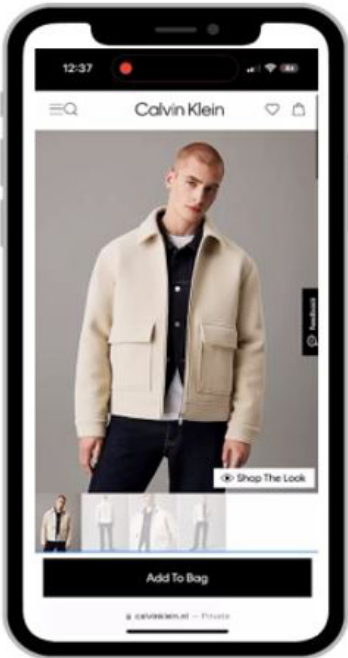


4 Product Detail Page (PDP)

A Product Detail Page (PDP) provides comprehensive information about a product to facilitate informed purchasing decisions. A strong PDP typically includes high-quality images, detailed product descriptions/attributes, pricing, along with consumer reviews and cross-sell features. An effective Product Detail Page should capture strong product storytelling and needs to be both visually appealing and informative to drive consumer engagement and conversions.



Desktop Version



Mobile Version

4.1 Product Presentation

An effective product presentation is critical for enhancing consumer engagement, boosting conversion rates, and driving satisfaction. The following components are important:

- ☐ **Product Imagery:** integration of high-quality, visually appealing images that are essential for capturing attention and driving engagement. A minimum of two views (front and back) for ap-parel and five for footwear (2x front, 1x back, 1x side, 1x top view) is required to provide comprehensive product visibility and support purchase decisions.



- ☐ **Product Names & Descriptions:** clear, consumer-friendly product names and descriptions improve product findability and comprehension, leading to improved searchability, increased traffic, and better shopping experiences

INSTINCT LIGHTLY LINED BALCONETTE BRA

Balconette bra from Calvin Klein. Follow your instincts. CK INSTINCT is sophisticated, feminine and provocative lingerie in sheer stretch lace

- ☐ **Product Attributes:** detailed product attributes, such as materials, enable consumers to filter and compare items easily, supporting personalization and reducing return rates.

Highlights

- Microfiber and lace
- Soft, molded balconette cups
- Adjustable shoulder straps
- Supportive underwire
- Sheer stretch lace wings
- Hook closure at the back
- Adjustable Calvin Klein branded strap

Fit Reference

- The model wears size 34B

Care Instruction

- Delicate wash
- Do not tumble dry

Material Composition

- Main components:85% Polyamide, 15% Elastane

- ☐ **Care instructions:** comprehensive care guidelines inform consumers on how to properly care for and maintain a product to preserve its quality and longevity. These instructions may include details on washing, drying, ironing, and storing the item, tailored to the materials and construction of each product.

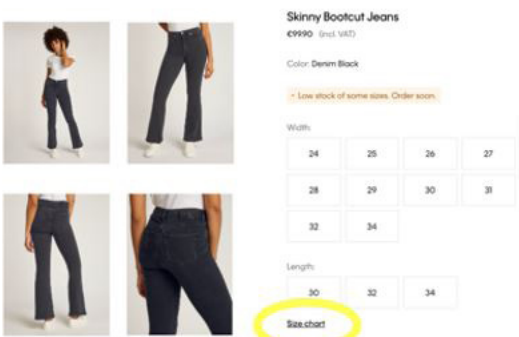
- ☐ **Clear Branding and Identity:** brand logo should be included in the PDP to reinforce brand recognition.

4.2 Size Guide Implementation

A detailed, brand-specific size guide tailored to each product group reduces return rates by helping consumers select the right size, enhancing their shopping experience, driving repeat purchases, and increasing conversion rates by removing uncertainty about fit.

The following are key methods to seamlessly integrate size information throughout the consumer journey.

- ☐ **PDP Pop Up – Brand Specific Size and Fit Guides:**
Incorporate size and fit guides tailored to each product category as a pop-up feature on the PDP to provide essential sizing information at a glance. This method is considered an essential functionality on the usage and display of size guides.



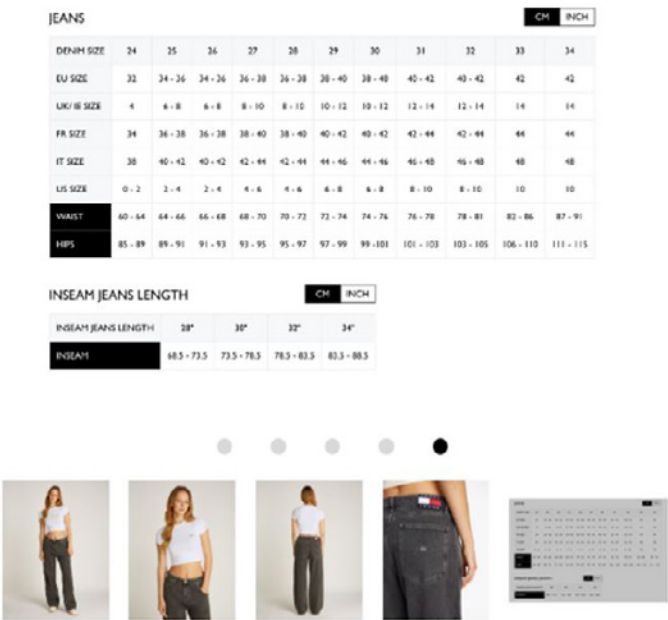
Size Chart

Calvin Klein Jeans Pants

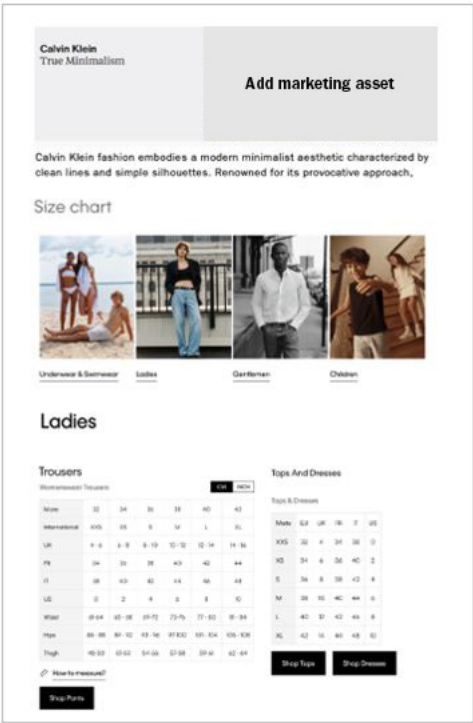
	24	25	26	27	28	29	30	31	32	33
WHAIST	XXS	XXS XS	XS	XS-S	S	SM	M	ML	L	L-XL
EU	+ 32	32	32-34	34	34-36	36	36-38	38	38-40	40
UK/US SIZE	+ 4	4	6	6-8	8	8-10	10	10-12	12	12-14
FR	+ 34	34	36	36-38	38	38-40	40	40-42	42	42-44
IT	+ 38	38	40	40-42	42	42-44	44	44-46	46	46-48
US	0	0	2	2-4	4	4-6	6	6-8	8	8-10
WHAIST	58-60.5	60.5-63	63-65.5	65.5-68	68-70.5	70.5-73	73-75.5	77-79.5	80.5-83	84.5-87
HIPS	84-86.5	86.5-89	89-91.5	91.5-94	94-96.5	96.5-99	99-101.5	103-105.5	106.5-109	110.5-113
LENGTH	49.5-52	51-53.5	52-54.5	53.5-56	54.5-57	56.5-59	58.5-61	61-63.5	63.5-66	66-68.5

Measuring instructions?

- ☐ **Size Guide Image Integrated within PDP Carousel:**
Embed size-specific information within the product imagery carousel on the PDP, ensuring an intuitive and seamless integration of size guides.



- ☐ **Size Guide Education on Branded Landing Page:** Create a designated brand landing page where size and fit information is available per product group to reinforce the brand identity while offering a consistent sizing experience.



4.3 Product recommendations

Product Recommendations are curated suggestions displayed on the Product Detail Page (PDP) to encourage consumers to explore additional products that complement or are similar to the item they are viewing. This feature may include options like “Shop the Look,” which showcases complete outfits, or “Similar Styles,” offering alternative choices within the same brand. These recommendations enhance the shopping experience by providing relevant alternatives, boosting cross-selling opportunities, and strengthening brand engagement and loyalty.

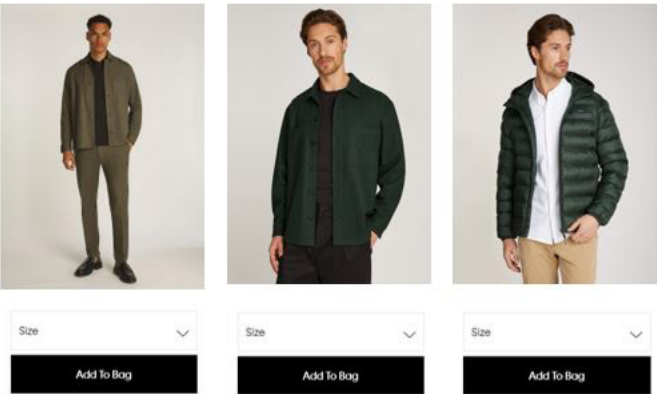
Shop the Look:

- ☐ Displayed on the PDP, this feature enables consumers to purchase an entire outfit as shown in the product images, promoting convenience and style inspiration.
- ☐ Implementing a mono-brand strategy for “Shop the Look” reinforces brand identity and drives cross-selling opportunities within a single brand, fostering deeper consumer loyalty.



Similar Styles:

- ☐ A “Similar Styles” module integrated on the PDP showcases alternative products aligned with consumer preferences, enhancing product variety and choice.
- ☐ Recommendations should feature comparable items exclusively from the same brand, ensuring brand consistency and cultivating stronger consumer loyalty.



4.4 Stock Information

Stock Information provides real-time availability details about a product, helping consumers make informed purchasing decisions. With functionalities such as low-stock alerts, back-in-stock notifications, and store availability checks for in-store pickup, this feature enhances the overall consumer experience.

- ☐ **Stock availability:** PVH partners should provide products in a comprehensive size- range, with a minimum of four size variations (where available).
- ☐ **Low stock indication:** display low stock indicators to alert consumers when an item is running out of stock.
- ☐ **Back-in-stock notification:** implement back-in-stock alerts to notify consumers by email and/or text when a previously sold-out item becomes available again, helping rekindle interest and drive sales.
- ☐ **Store availability check** (only applicable to PVH partners with both physical and digital stores): functionality that allows consumers to check if an item is available at a nearby physical store, offering an additional purchase option and increased convenience.

4.5 Consumer reviews

Product reviews are a critical feature on the Product Detail Page (PDP), especially within the fashion retail industry. Product reviews provide potential buyers with valuable insights into product quality, fit, and style - information that is crucial to making informed purchasing decisions. Moreover, products with positive reviews are far more likely to convert browsing shoppers into buyers, significantly boosting conversion rates and driving higher sales.

- ☐ We strongly encourage all our digital business partners to integrate consumer reviews into the PDP and to actively promote the generation of reviews by consumers. By doing so, you not only empower consumers but also create a stronger, more trustworthy product offering that delivers tangible business results.

5 Data sharing

At PVH, we believe that data transparency forms the foundation for a successful partnership. By sharing data, we can create more informed strategies that benefit both PVH and our PVH partners, ensuring we meet consumer demand effectively while maximizing sales opportunities. Below, we outline the four types of data we are seeking to receive and how sharing this information can drive mutual success and sustainable business growth.

- ☐ **Sell-out Performance:** PVH partners are recommended to share daily sell-out performance insights on EAN level (quantity/aggregated value). This data provides insights into which products are resonating with consumers, so we can better support with optimizing product assortment, ensuring we are distributing the styles that drive demand.
- ☐ **Inventory data:** PVH partners are recommended to share current stock levels and week coverage on EAN level. This inventory data allows us to collectively manage stock more efficiently, helping us to avoid out-of-stocks, and optimize replenishment strategies for higher profitability.
- ☐ **Marketing and Performance KPIs:** Transparency of campaign & content performance data (e.g. Impressions, CTR, CVR, Sales Uplift, Return Rate) provides valuable insights that enable us to optimize future marketing and content strategies.
- ☐ **Consumer Demographics:** Insights into age, gender, location, average order value, device & channel data on an aggregated level provide us with a better understanding who our end consumers are, enabling us to tailor product offerings and campaigns more precisely, ultimately enhancing the overall consumer experience.
- ☐ **EDI Connection:** We recommend that partners set up an automated EDI (Electronic Data Interchange) for sharing sell-out and inventory data. This ensures efficiency and enables accurate, real-time information flow for better collaboration. For more details, contact your account manager.