

Calvin Klein

CALVIN KLEIN, INC.
TO HOST MULTI-BRAND EVENT IN SEOUL
*Special One-Night Exhibition Organized by the New Museum of Contemporary Art Announced;
Guests Kate Bosworth, Chloe Moretz and Lara Stone Expected to be in Attendance*

NEW YORK, NY & SEOUL, SOUTH KOREA, MAY 21, 2012 – Calvin Klein, Inc. today announced its plans to host a unique, multi-brand event in collaboration with one of New York’s most respected institutions, the **New Museum of Contemporary Art**, in Seoul, South Korea on **Thursday, May 24th**.

For the occasion, Calvin Klein, Inc. will present a special one-night-only exhibition entitled, “Infinite Loop” organized by the New Museum and curated by **Lauren Cornell**, the Executive Director of Rhizome and Adjunct Curator at the New Museum. Created in tribute to the legendary video art pioneer, **Nam June Paik**, the exhibit will feature a group of international artists whose works carry on the exploration of technology and participatory art – a movement Paik helped ignite in the 1960s.

Premiering that night at a private event in a custom built structure on top of the landmark Seoul Station will be three specially commissioned interactive video installations by prominent digital artists **Rafaël Rozendaal**, **Scott Snibbe**, and collective **Flightphase**. The evening will be complemented by a curated program of videos displayed on the world’s largest LED screen located across from Seoul Station, one of the most highly trafficked intersections in the city’s transportation system. Towering at twenty-three stories tall, the Seoul Square Media Canvas will serve as the centerpiece of the event, adding a public dimension to the occasion. The video program will be displayed on the dynamic screen in cooperation with **Gannart Gallery Seoul**.

Hosts of the special evening will include the company’s Creative Directors – **Francisco Costa** (women’s Calvin Klein Collection), **Italo Zucchelli** (men’s Calvin Klein Collection), and **Kevin Carrigan** (ck Calvin Klein, Calvin Klein Jeans). Calvin Klein, Inc.’s President & CEO, **Tom Murry**, as well as the New Museum’s Director, **Lisa Phillips**, Ms. Cornell, Mr. Rozendaal, and Flightphase’s **Jeff Crouse** and **Karolina Sobecka** will also be on hand at the event.

Special guests expected to attend include actresses **Kate Bosworth** and **Chloe Moretz**, and models **Lara Stone** and **Matthew Terry**. Ms. Bosworth has a long-standing relationship with the house, having been featured in Calvin Klein Jeans’ Spring 2008 global advertising campaign. Since Fall 2010, Ms. Stone has been the face of Calvin Klein’s branded global advertising campaigns, and it was recently announced that she will be featured in the new worldwide campaign for women’s fragrance, euphoria Calvin Klein. Mr. Terry, who appears in the current Calvin Klein Underwear and Calvin Klein Jeans campaigns for Spring 2012, is a personal trainer from Pennsylvania who was discovered in 2011 after being named co-winner of the annual VMAN/Ford Model Search. In addition, photographer, blogger and model, **Hanneli Mustaparta** – who is now a contributor to the company’s official Tumblr® blog at calvinklein.tumblr.com – will also be present.

Said **Malcolm Carfrae**, EVP, Global Communications of Calvin Klein, Inc., “We are thrilled to partner with the New Museum to present these ground breaking works by artists at the forefront of interactive and digital art. By using the 23 story high LED screen as part of the exhibit, we hope to involve the people of Seoul in this special evening. We have had a close relationship with the New Museum since we participated in their re-opening on the Bowery in 2007. This one night only exhibition in Seoul is a great complement to each of our modern, cutting-edge brands.”

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The three commissioned works all explore different kinds of interactivity in video and will be a backdrop for the presentation of the Fall 2012 offerings from **Calvin Klein Collection**, **ck Calvin Klein**, **Calvin Klein Jeans**, and **Calvin Klein Underwear**.

This event is another in a series of global events that Calvin Klein, Inc. has held over the past few years in important and exciting global markets such as London, Milan, Tokyo, Singapore, Shanghai, Sydney, Seoul, Dubai, Rio de Janeiro, Los Angeles, and New York.

About the featured artists:

Rafaël Rozendaal is a visual artist who uses the internet as his canvas. His artistic practice consists of websites, installations, drawings, writings and lectures. Rozendaal's installations involve moving light and reflections, taking online works and transforming them into spatial experiences.

Scott Snibbe is a media artist, filmmaker, and entrepreneur. Whether on mobile devices or in public spaces, his work spurs people to participate socially, emotionally, and physically. His creations are strongly influenced by cinema: particularly animation and surrealist film; and often mix live and filmed performances with real-time interaction.

Flightphase is an art and design studio based in Brooklyn. They are dedicated to creating work that is engaging and evocative, creating a unique design and format solution for any challenge. Flightphase develops a variety of art and commercial projects, embracing emerging technologies, interactivity and new media as well as all the traditional tools of creative expression from pencils to film to product design.

The New Museum is a leading destination for new art and new ideas. Founded in 1977, it is Manhattan's only dedicated contemporary art museum and is respected internationally for the adventurousness and global scope of its curatorial program. For more information, visit newmuseum.org.

Calvin Klein, Inc., a wholly owned subsidiary of PVH Corp. [NYSE: PVH], is one of the leading fashion design and marketing studios in the world. It designs and markets women's and men's designer collection apparel and a range of other products that are manufactured and marketed through an extensive network of licensing agreements and other arrangements worldwide. Brands/lifestyles include *Calvin Klein Collection*, *ck Calvin Klein*, *Calvin Klein*, *Calvin Klein Jeans* and *Calvin Klein Underwear*. Product lines under the various *Calvin Klein* brands include women's dresses and suits, men's dress furnishings and tailored clothing, men's and women's sportswear and bridge and collection apparel, golf apparel, jeanswear, underwear, fragrances, eyewear, women's performance apparel, hosiery, socks, footwear, swimwear, jewelry, watches, outerwear, handbags, small leather goods, and home furnishings (including furniture). For more information, please visit calvinklein.com.

PVH Corp., one of the world's largest apparel companies, owns and markets the iconic *Calvin Klein* and *Tommy Hilfiger* brands worldwide. It is the world's largest shirt and neckwear company and markets a variety of goods under its own brands, *Van Heusen*, *Calvin Klein*, *Tommy Hilfiger*, *IZOD*, *ARROW*, *Bass* and *G.H. Bass & Co.*, and its licensed brands, including *Geoffrey Beene*, *Kenneth Cole New York*, *Kenneth Cole Reaction*, *MICHAEL Michael Kors*, *Sean John*, *Chaps*, *Donald J. Trump Signature Collection*, *JOE Joseph Abboud*, *DKNY*, *Ike Behar* and *John Varvatos*. For more information, please visit pvh.com.

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EDITORIAL CREDITS: Calvin Klein Collection, ck Calvin Klein, Calvin Klein Jeans, Calvin Klein Underwear

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