

GEHRING FRED  
Form 4  
August 03, 2011

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**GEHRING FRED**

(Last) (First) (Middle)

**C/O TOMMY HILFIGER U.S.A.,  
INC., 601 WEST 26TH STREET**

(Street)

**NEW YORK, NY 10001**

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**PVH CORP. /DE/ [PVH]**

3. Date of Earliest Transaction  
(Month/Day/Year)  
**08/01/2011**

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
 Officer (give title below) \_\_\_ Other (specify below)

CEO of Tommy Hilfiger

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_ Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |                          |   |                  |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|--------------------------|---|------------------|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |   |                          |   |                  |
| Common Stock, \$1 par value     | 08/01/2011                           |  | S <sup>(1)</sup>               | V   | 22,533  | D  | \$ 70.4724 <sup>(2)</sup>                             | 1,148,725 <sup>(3)</sup> | I | By Elmira 5 B.V. |
| Common Stock, \$1 par value     | 08/01/2011                           |  | S <sup>(1)</sup>               |   | 4,911   | D  | \$ 71.288 <sup>(4)</sup>                              | 1,143,814 <sup>(3)</sup> | I | By Elmira 5 B.V. |
| Common Stock, \$1 par value     | 08/01/2011                           |  | S <sup>(1)</sup>               |   | 1,228   | D  | \$ 72.4053 <sup>(5)</sup>                             | 1,142,586 <sup>(3)</sup> | I | By Elmira 5 B.V. |
| Common Stock, \$1               | 08/01/2011                           |  | S <sup>(1)</sup>               |   | 217   | D  | \$ 73.0933  | 1,142,369 <sup>(3)</sup> | I | By Elmira 5      |

|                             |            |                   |   |                                    |
|-----------------------------|------------|-------------------|---|------------------------------------|
| par value                   | <u>(6)</u> |                   |   | B.V.                               |
| Common Stock, \$1 par value |            | 60,562 <u>(7)</u> | I | By Tommy Hilfiger Holding S.a.r.l. |
| Common Stock, \$1 par value |            | 21,428 <u>(8)</u> | D |                                    |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Owned Following Reporting Transaction (Instr. 6) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|---|
|  |  |                                      |  |                                |   | Date Exercisable   | Expiration Date   | Title                                      | Amount or Number of Shares  |
|  |  |                                      |  |                                |   | Code   | V   | (A)  | (D)   |

## Reporting Owners

### Reporting Owner Name / Address

### Relationships

Director    10% Owner    Officer    Other

GEHRING FRED  
C/O TOMMY HILFIGER U.S.A., INC.  
601 WEST 26TH STREET  
NEW YORK, NY 10001

CEO of Tommy Hilfiger

## Signatures

Fred Gehring

08/02/2011

Date

\_\_Signature of  
Reporting Person

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) This sale was effected pursuant to a Rule 105b-1 trading plan adopted by Elmira 5 B.V. on April 5, 2011.  
The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$69.98 to \$70.97, inclusive. The reporting person undertakes to provide to the Issuer, any security holder of the Issuer or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.  
993,346 of these shares are held in escrow. 409,024 of such shares will be released on each of May 6, 2012 and May 6, 2013. The remaining 175,298 of such shares will be released on May 6, 2012, subject to forfeiture if certain vesting conditions are not met. Earlier release of shares from escrow may occur under certain circumstances.
- (2) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$70.98 to \$71.94, inclusive. The reporting person undertakes to provide to the Issuer, any security holder of the Issuer or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- (3) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$72.03 to \$72.92, inclusive. The reporting person undertakes to provide to the Issuer, any security holder of the Issuer or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- (4) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$73.03 to \$73.14, inclusive. The reporting person undertakes to provide to the Issuer, any security holder of the Issuer or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- (5) Represents shares of Common Stock beneficially owned by Tommy Hilfiger Holding S.a.r.l. ("THH") that Stichting Pakera (a holder of interests in THH) would be entitled to receive when and if shares of Common Stock beneficially owned by THH are distributed to Stichting Pakera. Stichting Pakera is a foundation, the beneficiaries of which are certain friends and family of Mr. Gehring, and Mr. Gehring has the right to vote the shares of Common Stock owned by Stichting Pakera. Mr. Gehring disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.
- (6) Represents shares of Common Stock subject to awards of restricted stock units.
- (7)
- (8)

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.