

PVH CORP. /DE/  
Form 4  
July 10, 2017

**FORM 4**

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

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

## OMB APPROVAL

OMB  
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response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Shaffer Michael A

(Last) (First) (Middle)

C/O PVH CORP., 200 MADISON  
AVENUE

(Street)

NEW YORK, NY 10016

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol

PVH CORP. /DE/ [PVH]

3. Date of Earliest Transaction  
(Month/Day/Year)

07/06/2017

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

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

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

EVP, COO and CFO

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
\_\_X\_\_ 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)
			Code	V	Amount	(A) or (D)	Price		
Common Stock, \$1 par value	07/06/2017		M		4,825	A	\$ 60.08	34,017 <u>(1)</u>	D
Common Stock, \$1 par value	07/06/2017		M		3,500	A	\$ 56.04	37,517 <u>(1)</u>	D
Common Stock, \$1 par value	07/06/2017		M		20,800	A	\$ 64.97	58,317 <u>(1)</u>	D
Common Stock, \$1	07/06/2017		M		16,400	A	\$ 91.88	74,717 <u>(1)</u>	D

par value

Common Stock, \$1 par value	07/06/2017	S	41,125	D	\$ 111.2541 (2)	33,592 (1)	D
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Common Stock, \$1 par value	07/06/2017	S	3,400	D	\$ 112.2782 (3)	30,192 (1)	D
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Common Stock, \$1 par value	07/06/2017	S	1,000	D	\$ 112.896 (4)	29,192 (1)	D
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Common Stock, \$1 par value						6,706.4672	I	By 401(k) Plan
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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(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. Amount or Number of Shares
Option (Right to Buy) (5)	\$ 60.08	07/06/2017		M	4,825	(6) 04/06/2020	Common Stock, \$1 par value.	4,825
Option (Right to Buy) (5)	\$ 56.04	07/06/2017		M	3,500	(7) 05/27/2020	Common Stock, \$1 par value.	3,500
Option (Right to Buy) (5)	\$ 64.97	07/06/2017		M	20,800	(8) 04/07/2021	Common Stock, \$1 par value.	20,800
Option (Right to Buy) (5)	\$ 91.88	07/06/2017		M	16,400	(9) 04/05/2022	Common Stock, \$1 par value.	16,400

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Shaffer Michael A C/O PVH CORP. 200 MADISON AVENUE NEW YORK, NY 10016			EVP, COO and CFO	

## Signatures

Michael A.  
Shaffer 07/07/2017

\*\*Signature of  
Reporting Person Date

## 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) Includes 18,700 shares of Common Stock subject to awards of restricted stock units.
- The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$110.73 to \$111.70, 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.
- (2) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$111.71 to \$112.67, 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 \$112.73 to \$113.04, 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) All options exercisable for shares of Issuer's Common Stock, \$1 par value.
- (5) This was part of a grant of 19,300 options, 4,825 of which became exercisable on each of 4/6/11, 4/6/12, 4/6/13 and 4/6/14.
- (6) 875 options became exercisable on each of 5/27/11, 5/27/12, 5/27/13 and 5/27/14.
- (7) 5,200 options became exercisable on each of 4/7/12, 4/7/13, 4/7/14 and 4/7/15.
- (8) 4,100 options became exercisable on each of 4/5/13, 4/5/14, 4/5/15 and 4/5/16.

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.