

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

# 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 \*  
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  
 Officer (give title below)  Other (specify below)

EVP, COO and CFO

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)
			Code	V	Amount	(A) or (D)	Price
Common Stock, \$1 par value	07/06/2017		M		4,825	A	\$ 60.08
					34,017	(1)	D
Common Stock, \$1 par value	07/06/2017		M		3,500	A	\$ 56.04
					37,517	(1)	D
Common Stock, \$1 par value	07/06/2017		M		20,800	A	\$ 64.97
					58,317	(1)	D
Common Stock, \$1	07/06/2017		M		16,400	A	\$ 91.88
					74,717	(1)	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.

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**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)

(5) All options exercisable for shares of Issuer's Common Stock, \$1 par value.

(6) 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.

(7) 875 options became exercisable on each of 5/27/11, 5/27/12, 5/27/13 and 5/27/14.

(8) 5,200 options became exercisable on each of 4/7/12, 4/7/13, 4/7/14 and 4/7/15.

(9) 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.

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