

Shaffer Michael A  
 Form 4  
 September 29, 2010

**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

2. Issuer Name and Ticker or Trading Symbol  
 PHILLIPS VAN HEUSEN CORP /DE/ [PVH]

5. Relationship of Reporting Person(s) to Issuer  
 (Check all applicable)  
 \_\_\_ Director \_\_\_ 10% Owner  
 Officer (give title below) \_\_\_ Other (specify below)  
 Executive VP and CFO

(Last) (First) (Middle)  
 C/O PHILLIPS-VAN HEUSEN CORPORATION, 200 MADISON AVENUE  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
 09/28/2010

NEW YORK, NY 10016  
 (City) (State) (Zip)

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

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     | 09/28/2010                           |  | M                              |   | 2,500   | A  | \$ 12.34  |
|                                 |                                      |  |                                |   | 29,817  | (1)  |   |
| Common Stock, \$1 par value     | 09/28/2010                           |  | M                              |   | 7,500   | A  | \$ 19.1   |
|                                 |                                      |  |                                |   | 37,317  | (1)  |   |
| Common Stock, \$1 par value     | 09/28/2010                           |  | M                              |   | 20,000  | A  | \$ 25.88  |
|                                 |                                      |  |                                |   | 57,317  | (1)  |   |

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|                                   |            |   |        |   |               |                       |   |                   |
|-----------------------------------|------------|---|--------|---|---------------|-----------------------|---|-------------------|
| Common<br>Stock, \$1<br>par value | 09/28/2010 | S | 30,000 | D | \$<br>58.5781 | 27,317 <sup>(1)</sup> | D |                   |
| Common<br>Stock, \$1<br>par value |            |   |        |   | <u>(2)</u>    |                       |   |                   |
|                                   |            |   |        |   |               | 6,634.849             | I | By 401(k)<br>plan |

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

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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<br>Derivative<br>Security<br>(Instr. 3) | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. Transaction<br>Code<br>(Instr. 8) | 5. Number of<br>Derivative<br>Securities<br>Acquired (A)<br>or Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) | 8. Amount<br>or<br>Number<br>of Shares |
|---|--|---|---|--------------------------------------|--|--|---|--|
| Option<br>(Right to<br>Buy) <sup>(3)</sup>          | \$ 12.34   | 09/28/2010                              |   | M                                    | 2,500  | <u>(4)</u> 04/02/2013  | Common<br>Stock, \$1<br>par value                                   | 2,500                                  |
| Option<br>(Right to<br>Buy) <sup>(3)</sup>          | \$ 19.1  | 09/28/2010                              |   | M                                    | 7,500  | <u>(5)</u> 04/27/2014  | Common<br>Stock, \$1<br>par value                                   | 7,500                                  |
| Option<br>(Right to<br>Buy) <sup>(3)</sup>          | \$ 25.88   | 09/28/2010                              |   | M                                    | 20,000   | <u>(6)</u> 05/02/2015  | Common<br>Stock, \$1<br>par value                                   | 20,000                                 |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                      |       |
|--|---------------|-----------|----------------------|-------|
|  | Director      | 10% Owner | Officer              | Other |
| Shaffer Michael A<br>C/O PHILLIPS-VAN HEUSEN CORPORATION<br>200 MADISON AVENUE<br>NEW YORK, NY 10016 |               |           | Executive VP and CFO |       |

## Signatures

Michael A.  
Shaffer

09/29/2010

\_\_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 22,688 shares of Common Stock subject to awards of restricted stock units.

This transaction was executed in multiple trades of ranges from \$58.39 to \$58.70. The price reported is a weighted average price. The

(2) reporting person will provide to the Issuer, or to the SEC staff, upon request, information regarding the number of shares shold at each price within the range.

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

(4) Options to acquire 625 shares became exercisable on each of 4/2/2004, 4/2/2005, 4/2/2006 and 4/2/2007.

(5) Options to acquire 1,875 shares became exercisable on each of 4/27/2005, 4/27/2006, 4/27/2007 and 4/27/2008.

(6) Options to acquire 5,000 shares became exercisable on each of 5/2/2006, 5/2/2007, 5/2/2008 and 5/2/2009.

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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