

MAGGIN BRUCE  
Form 4  
April 13, 2010

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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 \*  
MAGGIN BRUCE

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)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
04/12/2010

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

THE H.A.M. MEDIA GROUP, LLC, P.O. BOX 287

(Street)

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

CHAPPAQUA, NY 10514

(City) (State) (Zip)

**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 Ownership (Instr. 4)	
				Code	V	Amount	(A) or (D)	Price
Common Stock, \$1 par value	04/12/2010		M	A	4,000	\$ 9.375	26,449 <sup>(1)</sup>	D
Common Stock, \$1 par value	04/12/2010		M	A	8,000	\$ 14.11	34,449 <sup>(1)</sup>	D
Common Stock, \$1 par value	04/12/2010		S	D	12,000	\$ 62.6987 <sup>(2)</sup>	22,449 <sup>(1)</sup>	D

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) <sup>(3)</sup>	\$ 9.375	04/12/2010		M	4,000	<sup>(4)</sup> 06/13/2010	Common Stock, \$1 par value.	4,000
Option (Right to Buy) <sup>(3)</sup>	\$ 14.11	04/12/2010		M	8,000	<sup>(5)</sup> 06/14/2011	Common Stock, \$1 par value.	8,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
MAGGIN BRUCE THE H.A.M. MEDIA GROUP, LLC P.O. BOX 287 CHAPPAQUA, NY 10514	X			

## Signatures

Bruce Maggin                      04/12/2010  
 \*\*Signature of                      Date  
 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) Includes 7,660 shares of Common Stock subject to awards of restricted stock units.
- (2) This price is a weighted average price. The sales occurred at prices from \$62.64 to \$62.80. The reporting person will provide to the issuer, or the SEC staff, upon request, information regarding the number of shares sold at each price within the range.

## Edgar Filing: MAGGIN BRUCE - Form 4

- (3) All options exercisable for shares of Issuer's Common Stock, \$1 par value.
- (4) Options to purchase 1,000 shares became exercisable on each of 6/13/2001, 6/13/2002, 6/13/2003 and 6/13/2004.
- (5) Options to purchase 2,000 shares became exercisable on each of 6/14/2002, 6/14/2003, 6/14/2004 and 6/14/2005.

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.