FISCHER MARK D

Form 4

October 12, 2010

FORM 4

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

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

Form 4 or Form 5 obligations may continue. See Instruction

Check this box

if no longer

subject to

Section 16.

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

1(b).

(Print or Type Responses

(Print or Type Re	esponses)					
1. Name and Address of Reporting Person * FISCHER MARK D			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)		
	(Month/Day HILLIPS-VAN HEUSEN 10/08/201 ORATION, 200 MADISON		3. Date of Earliest Transaction (Month/Day/Year) 10/08/2010	Director 10% Owner X Officer (give title Other (specify below) SVP, General Counsel & Sec.		
NEW YORK	(Street)	ó	4. If Amendment, Date Original Filed(Month/Day/Year)	6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person		
(City)	(State)	(Zip)	Table I Non Desirative Securities Ac	guired Disposed of an Papaficially Owner		

(City)	(State)	Table	e I - Non-D	erivative	Secur	ities Acqu	nired, Disposed of	f, or Beneficiall	y 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. Securi on(A) or Di (Instr. 3,	ispose 4 and (A) or	d of (D)	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)
Common Stock, \$1 par value	10/08/2010		M	2,500	A	\$ 14.92	7,707 (1)	D	
Common Stock, \$1 par value	10/08/2010		S	2,624	D	\$ 63.5	5,083 (1)	D	
Common Stock, \$1 par value							577.818	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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SEC 1474 (9-02)

8. I De Sec (In

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

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5. Number	6. Date Exerc	cisable and	7. Title and A	Amount of	8
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transaction Derivative		Expiration Date		Underlying Securities		I
Security	or Exercise		any	Code	Securities	(Month/Day/	Year)	(Instr. 3 and	4)	5
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Acquired					(
	Derivative				(A) or					
	Security				Disposed of					
					(D)					
					(Instr. 3, 4,					
					and 5)					
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Option (Right to Buy) (2)	\$ 14.92	10/08/2010		M	2,500	<u>(3)</u>	04/22/2012	Common Stock, \$1 par value.	2,500	

Reporting Owners

Reporting Owner Name / Address	Relationships					
	Director	10% Owner	Officer	Other		
FISCHER MARK D			SVP,			
C/O PHILLIPS-VAN HEUSEN CORPORATION			General			
200 MADISON AVENUE			Counsel &			
NEW YORK, NY 10016			Sec.			

Signatures

Mark D. Fischer 10/12/2010

**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 4,688 shares of Common Stock subject to awards of restricted stock units.
- (2) All options exercisable for shares of Issuer's Common Stock, \$1 par value.
- (3) This was part of a grant of 10,000 options, 2,500 of which became exercisable on each of 4/22/03, 4/22/04, 4/22/05 and 4/22/06.

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.

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