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PERLMAN DANA Form 3 May 02, 2011

FORM 3

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

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF

OMB APPROVAL

OMB Number:

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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 * À PERLMAN DANA

(Last) (First) (Middle) Statement

(Month/Day/Year)

05/01/2011

2. Date of Event Requiring 3. Issuer Name and Ticker or Trading Symbol

PHILLIPS VAN HEUSEN CORP /DE/ [PVH]

4. Relationship of Reporting Person(s) to Issuer

5. If Amendment, Date Original

Filed(Month/Day/Year)

(Check all applicable)

10% Owner Director _X__ Officer Other

6. Individual or Joint/Group (give title below) (specify below) Filing(Check Applicable Line) SVP, Treasurer & Investor Rel.

Person

X Form filed by One Reporting Form filed by More than One

Reporting Person

CORPORATION, Â 200 MADISON AVENUE

C/O PHILLIPS-VAN HEUSEN

(Street)

(State)

NEW YORK. NYÂ 10016

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security

(Instr. 4)

(City)

2. Amount of Securities Beneficially Owned

(Instr. 4)

3.

Ownership Form:

4. Nature of Indirect Beneficial Ownership

(Instr. 5) Direct (D)

Â

or Indirect (I) (Instr. 5)

Common Stock

(Zip)

 $1,540 \frac{(1)}{2}$

D

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

SEC 1473 (7-02)

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

2. Date Exercisable and **Expiration Date** (Month/Day/Year)

3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)

4. 5. Ownership Conversion or Exercise Form of

6. Nature of Indirect Beneficial Ownership (Instr. 5)

Price of Derivative Derivative Security:

1. Title of Derivative Security (Instr. 4)

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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)	
Option (Right to Buy) (2)	(3)	04/07/2021	Common Stock \$1 par value	3,900	\$ 64.97	D	Â

Reporting Owners

Reporting Owner Name / Address		Relationships					
,	Director	10% Owner	Officer	Other			
PERLMAN DANA C/O PHILLIPS-VAN HEUSEN CORPORATION 200 MADISON AVENUE NEW YORK, NY 10016	Â	Â	SVP, Treasurer & Investor Rel.	Â			

Signatures

Dana N.
Perlman

**Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 5(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) Represents shares subject to an award of restricted stock units.
- (2) All options exercisable for shares of Issuer's Common Stock, \$1 par value.
- (3) Options to acquire 975 shares become exercisable on each of 4/7/12, 4/7/13, 4/7/14 and 4/7/15.

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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