

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP**

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| OMB APPROVAL                                 |           |
|--|-----------|
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|   |   |   |
|---|---|---|
| 1. Name and Address of Reporting Person*<br><u>FISCHER MARK D</u><br><br>(Last) (First) (Middle)<br><u>C/O PHILLIPS-VAN HEUSEN CORPORATION</u><br><u>200 MADISON AVENUE</u><br><br>(Street)<br><u>NEW YORK NY 10016</u><br><br>(City) (State) (Zip) | 2. Issuer Name and Ticker or Trading Symbol<br><u>PHILLIPS VAN HEUSEN CORP /DE/ [ PVH ]</u> | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable)<br>Director 10% Owner<br><input checked="" type="checkbox"/> Officer (give title below) Other (specify below)<br><u>SVP, General Counsel &amp; Sec.</u> |
|   | 3. Date of Earliest Transaction (Month/Day/Year)<br><u>09/14/2010</u>                       |   |
|   |   | 6. Individual or Joint/Group Filing (Check Applicable Line)<br><input checked="" type="checkbox"/> Form filed by One Reporting Person<br><input type="checkbox"/> 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     | 09/14/2010                           |  | M                              |   | 1,100   | A          | \$13.4 | 6,307 <sup>(1)</sup>  | D  |   |
| Common Stock, \$1 par value     | 09/14/2010                           |  | S                              |   | 1,100   | D          | \$57   | 5,207 <sup>(1)</sup>  | D  |   |
| Common Stock, \$1 par value     | 09/15/2010                           |  | M                              |   | 1,400   | A          | \$13.4 | 6,607 <sup>(1)</sup>  | D  |   |
| Common Stock, \$1 par value     | 09/15/2010                           |  | S                              |   | 1,400   | D          | \$57   | 5,207 <sup>(1)</sup>  | D  |   |
| Common Stock, \$1 par value     |                                      |  |                                |   |   |            |        | 577,438   | I  | By 401(k) Plan  |

**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 Securities Underlying Derivative Security (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4) | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|-------|--|-----------------|---|--|--|---|--|----------------------------|
|  |  |                                      |  | Code                           | V | (A)  | (D)   | Date Exercisable   | Expiration Date |   |  |  |   |  | Amount or Number of Shares |
| Option (Right to Buy) <sup>(2)</sup>       | \$13.4   | 09/14/2010                           |  | M                              |   |  | 1,100 | (3)  | 03/26/2011      | Common Stock, \$1 par value.  | 1,100                                      | \$0  | 1,400   | D  |                            |
| Option (Right to Buy) <sup>(2)</sup>       | \$13.4   | 09/15/2010                           |  | M                              |   |  | 1,400 | (3)  | 03/26/2011      | Common Stock, \$1 par value.  | 1,400                                      | \$0  | 0   | D  |                            |

**Explanation of Responses:**

- Includes 4,688 shares of Common Stock subject to awards of restricted stock units.
- All options exercisable for shares of Issuer's Common Stock, \$1 par value.
- This was part of a grant of 10,000 options, 2,500 of which became exercisable on each of 3/26/02, 3/26/03, 3/26/04 and 3/26/05.

**Remarks:**

Mark D. Fischer 09/15/2010  
 \*\* Signature of Reporting Person Date

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

\* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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 Number.