

SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, DC 20549

FORM 11-K

ANNUAL REPORT
PURSUANT TO SECTION 15(d) OF THE
SECURITIES EXCHANGE ACT OF 1934

(Mark One):

ANNUAL REPORT PURSUANT TO SECTION 15(d) OF THE SECURITIES
EXCHANGE ACT OF 1934 [FEE REQUIRED].
For the fiscal year ended December 31, 1996

OR

TRANSITION REPORT PURSUANT TO SECTION 15(d) OF THE SECURITIES
EXCHANGE ACT OF 1934 [NO FEE REQUIRED].
For the transition period from _____ to _____

Commission file number 1-724

A. Full title of the plan and the address of the plan, if different from
that of the issuer named below: Phillips-Van Heusen Corporation (Crystal Brands
Division) Associates Investment Plan

B. Name of issuer of the securities held pursuant to the plan and the
address of its principal executive office: Phillips-Van Heusen Corporation, 1290
Avenue of the Americas, New York, New York 10104

Financial Statements
and Supplemental Schedules

Associates Investment Plan of
Phillips-Van Heusen Corporation
(Crystal Brands Division),
formerly the Voluntary Investment
Plan of Crystal Brands, Inc.

Years ended December 31, 1996 and 1995
with Report of Independent Auditors

[LOGO] Ernst & Young LLP

Associates Investment Plan of
Phillips-Van Heusen Corporation
(Crystal Brands Division),
formerly the Voluntary Investment
Plan of Crystal Brands, Inc.

Financial Statements
and Supplemental Schedules

Years ended December 31, 1996 and 1995

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Report of Independent Auditors

Administrative Committee of the Plan
Associates Investment Plan of
Phillips-Van Heusen Corporation
(Crystal Brands Division)
New York, New York

We were engaged to audit the accompanying financial statements and supplemental schedules of the Associates Investment Plan of Phillips-Van Heusen Corporation (Crystal Brands Division), formerly the Voluntary Investment Plan of Crystal Brands, Inc. (the "Plan"), as of December 31, 1996 and 1995, and for the year then ended, as listed in the table of contents. These financial statements and schedules are the responsibility of the Plan's management.

As permitted by 29 CFR 2520.103-8 of the Department of Labor's Rules and Regulations for Reporting and Disclosure under the Employee Retirement Income Security Act of 1974, the plan administrator instructed us not to perform, and we did not perform, any auditing procedures with respect to the investment information summarized in Note D, which was certified by the State Street Bank and Trust Company, the trustee of the Plan, except for comparing such information with the related information included in the financial statements and supplemental schedules. We have been informed by the plan administrator that the trustee holds the Plan's investment assets and executes investment transactions. The plan administrator has obtained a certification from the trustee as of and for the years ended December 31, 1996 and 1995, that the information provided to the plan administrator by the trustee is complete and accurate.

Because of the significance of the information that we did not audit, we are unable to, and do not, express an opinion on the accompanying financial statements and schedules taken as a whole. The form and content of the information included in the financial statements and schedules, other than that derived from the information certified by the trustee, have been audited by us in accordance with generally accepted auditing standards and, in our opinion, are presented in compliance with the Department of Labor's Rules and Regulations for Reporting and Disclosure under the Employee Retirement Income Security Act of 1974.

As discussed in Note C to the financial statements, the Plan's investments include interest contracts with insurance companies that have been placed into conservatorship. Although rehabilitation plans have been approved by the courts, the ultimate recoverability of these investments is uncertain, and the resulting loss, if any, cannot presently be determined.

/s/ Ernst & Young LLP

New York, New York
June 13, 1997

Associates Investment Plan of
Phillips-Van Heusen Corporation
(Crystal Brands Division),
formerly the Voluntary Investment
Plan of Crystal Brands, Inc.

Statement of Net Assets Available for Benefits

December 31, 1996

	Bond Fund	Balanced Fund	Equity Fund	International Fund	Money Market Fund
Assets					
Investments (Notes B and D)					
Shares of registered investment companies:					
Fidelity Intermediate Bond Fund	\$ 336,943				
Fidelity Puritan Fund		\$ 1,637,087			
Fidelity Growth & Income Portfolio			\$ 2,244,709		
Templeton Foreign Fund				\$ 512,697	
Short-term investments					\$ 2,727,133
Common stock - Employer Company					
Interest contracts:					
Non-performing (Note C)					
Participant loans receivable					
Total investments	336,943	1,637,087	2,244,709	512,697	2,727,133
Receivables:					
Accrued interest and dividends					12,251
Total assets	336,943	1,637,087	2,244,709	512,697	2,739,384
Net assets available for benefits	\$ 336,943	\$ 1,637,087	\$ 2,244,709	\$ 512,697	\$ 2,739,384

	Phillips-Van Heusen Corp. Common Stock Fund	Fixed Income Fund		Participant Loans	Total
		Regular Investment Fund	Tax Deductible Fund		
Assets					
Investments (Notes B and D)					
Shares of registered investment companies:					
Fidelity Intermediate Bond Fund					\$ 336,943
Fidelity Puritan Fund					1,637,087
Fidelity Growth & Income Portfolio					2,244,709
Templeton Foreign Fund					512,697
Short-term investments					2,727,133
Common stock - Employer Company	\$ 616,299				616,299
Interest contracts:					
Non-performing (Note C)		\$ 4,351,464	\$ --		4,351,464
Participant loans receivable				\$ 168,917	168,917
Total investments	616,299	4,351,464	--	168,917	12,595,249
Receivables:					
Accrued interest and dividends					12,251
Total assets	616,299	4,351,464	--	168,917	12,607,500
Net assets available for benefits	\$ 616,299	\$ 4,351,464	\$ --	\$ 168,917	\$ 12,607,500

See notes to financial statements.

Associates Investment Plan of
Phillips-Van Heusen Corporation
(Crystal Brands Division),
formerly the Voluntary Investment
Plan of Crystal Brands, Inc.

Statement of Net Assets Available for Benefits

December 31, 1995

	Bond Fund	Balanced Fund	Equity Fund	International Fund	Money Market Fund
Assets					
Investments (Notes B and D)					
Shares of registered investment companies:					
Fidelity Intermediate Bond Fund	\$ 386,205				
Fidelity Puritan Fund		\$ 1,548,581			
Fidelity Growth & Income Portfolio			\$ 1,907,185		
Templeton Foreign Fund				\$ 541,012	
Short-term investments					\$ 3,998,085
Common stock - Employer Company					
Interest contracts:					
Non-performing (Note C)					
Participant loans receivable					
Total investments	386,205	1,548,581	1,907,185	541,012	3,998,085
Receivables:					
Accrued interest and dividends	1,906				23,491
Total assets	388,111	1,548,581	1,907,185	541,012	4,021,576
Liabilities					
Payable for investments purchased					
Net assets available for benefits	\$ 388,111	\$ 1,548,581	\$ 1,907,185	\$ 541,012	\$ 4,021,576

	Phillips-Van Heusen Corp. Common Stock Fund	Fixed Income Fund		Participant Loans	Total
		Regular Investment Fund	Tax Deductible Fund		
Assets					
Investments (Notes B and D)					
Shares of registered investment companies:					
Fidelity Intermediate Bond Fund					\$ 386,205
Fidelity Puritan Fund					1,548,581
Fidelity Growth & Income Portfolio					1,907,185
Templeton Foreign Fund					541,012
Short-term investments	\$ 143,947				4,142,032
Common stock - Employer Company	190,923				190,923
Interest contracts:					
Non-performing (Note C)		\$ 4,571,600	\$ 2,462		4,574,062
Participant loans receivable				\$ 209,838	209,838
Total investments	334,870	4,571,600	2,462	209,838	13,499,838
Receivables:					
Accrued interest and dividends	137	45			25,579
Total assets	335,007	4,571,645	2,462	209,838	13,525,417
Liabilities					
Payable for investments purchased	143,448				143,448
Net assets available for benefits	\$ 191,559	\$ 4,571,645	\$ 2,462	\$ 209,838	\$ 13,381,969

See notes to financial statements.

Associates Investments Plan of
Phillips-Van Heusen Corporation
(Crystal Brands Division),
formerly the Voluntary Investment
Plan of Crystal Brands, Inc.

Statement of Changes in Net Assets Available for Benefits

Year ended December 31, 1996

	Bond Fund	Balanced Fund	Equity Fund	International Fund	Money Market Fund	Phillips-Van Heusen Corp. Common Stock Fund
Additions						
Investment income :						
Interest and dividend income	\$ 24,788	\$ 189,867	\$ 106,987	\$ 25,950	\$ 167,210	\$ 5,757
Net realized and unrealized appreciation (depreciation) of investments (Note D)	(13,453)	32,514	259,007	69,465		165,007
	11,335	222,381	365,994	95,415	167,210	170,764
Contributions:						
Participants	41,336	158,763	225,647	75,823	69,992	29,643
Employer		1,290	2,579	430		256,021
	41,336	160,053	228,226	76,253	69,992	285,664
Total additions	52,671	382,434	594,220	171,668	237,202	456,428
Deductions						
Payments to participants	73,124	335,246	487,930	128,275	1,829,889	73,040
Total deductions	73,124	335,246	487,930	128,275	1,829,889	73,040
Net increase (decrease) prior to loans to participants and interfund transfers						
	(20,453)	47,188	106,290	43,393	(1,592,687)	383,388
Loans to participants, net of repayments	7,016	13,488	14,045	4,510	(411)	2,273
Interfund transfers (net)	(37,731)	27,830	217,189	(76,218)	310,906	39,079
Net increase (decrease)	(51,168)	88,506	337,524	(28,315)	(1,282,192)	424,740
Net assets available for benefits at beginning of year	388,111	1,548,581	1,907,185	541,012	4,021,576	191,559
Net assets available for benefits at end of year	\$ 336,943	\$1,637,087	\$2,244,709	\$ 512,697	\$2,739,384	\$ 616,299

Fixed Income Fund				
	Regular Investment Fund	Tax Deductible Fund	Participant Loans	Total
Additions				
Investment income :				
Interest and dividend income	\$ 259,588			\$ 780,147
Net realized and unrealized appreciation (depreciation) of investments (Note D)				512,540
	259,588			1,292,687
Contributions:				
Participants				601,204
Employer				260,320
				861,524
Total additions	259,588			2,154,211
Deductions				
Payments to participants	1,176			2,928,680
Total deductions	1,176			2,928,680
Net increase (decrease) prior to loans to participants and interfund transfers				
	258,412			(774,469)
Loans to participants, net of repayments			\$(40,921)	--
Interfund transfers (net)	(478,593)	\$ (2,462)		--
Net increase (decrease)	(220,181)	(2,462)	(40,921)	(774,469)
Net assets available for benefits at beginning of year	4,571,645	2,462	209,838	13,381,969

Net assets available for benefits at end of year	\$4,351,464	\$ --	\$168,917	\$12,607,500
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See notes to financial statements.

Associates Investment Plan of
Phillips-Van Heusen Corporation
(Crystal Brands Division),
formerly the Voluntary Investment
Plan of Crystal Brands, Inc.

Notes to Financial Statements

December 31, 1996

A. Description of the Plan

The following description of the Associates Investment Plan of Phillips-Van Heusen Corporation (Crystal Brands Division) (the "Plan") provides only general information. Participants should refer to the Plan document for a more complete description of the Plan's provisions.

Plan Amendments

On February 17, 1995, the net assets of Crystal Brands, Inc. were acquired by Phillips-Van Heusen Corporation (the "Company"). As a result of the acquisition, responsibility for administering the Voluntary Investment Plan of Crystal Brands, Inc. was assumed by the Company.

Prior to February 17, 1995, the Plan was known as the Voluntary Investment Plan of Crystal Brands, Inc. Prior to July 1, 1995, the Plan was known as the Voluntary Investment Plan of Phillips-Van Heusen Corporation (Crystal Brands Division). On July 1, 1995, the Plan changed its name to the Associates Investment Plan of Phillips-Van Heusen Corporation (Crystal Brands Division).

Effective July 1, 1995, the Plan was restructured to mirror the Phillips-Van Heusen Corporation Associates Investment Plan. As a result, the investment options previously offered under the Voluntary Investment Plan of Phillips-Van Heusen Corporation (Crystal Brands Division) were dissolved, with the exception of the Fixed Income Fund whose remaining balances represent frozen assets. All contribution, benefit payment and loan policies have been amended to mirror the policies of the Phillips-Van Heusen Corporation Associates Investment Plan.

Associates Investment Plan of
Phillips-Van Heusen Corporation
(Crystal Brands Division),
formerly the Voluntary Investment
Plan of Crystal Brands, Inc.

Notes to Financial Statements

A. Description of the Plan (continued)

General

The Plan is a defined contribution plan sponsored by the Company covering non-union associates of the Company who are employed by the former Crystal Brands Division and who have at least one year of service (1,000 hours in a year). The Plan is subject to the provisions of the Employee Retirement Income Security Act of 1974 ("ERISA").

Contributions

Each year, participants may contribute up to 15% of pretax annual compensation, as defined by the Plan. The Company contributes 50% of the first 6% of base compensation that a participant contributes to the Plan.

Participant Accounts

Each participant's account is credited with the participant's contributions and allocations of (a) the Company's contributions and (b) Plan earnings. Forfeited balances of terminated participants' nonvested accounts are used to reduce future Company contributions. One hundred percent of the Company contributions are automatically invested in the common stock of the Company and may not thereafter be transferred until the participant has reached the age of fifty-five.

Vesting

Amounts attributable to Company contributions become vested on the participant's sixty-fifth birthday or if the participant's employment by the Company terminates by reason of the participant's death or permanent disability or the participant has completed five years of service with the Company.

Associates Investment Plan of
Phillips-Van Heusen Corporation
(Crystal Brands Division),
formerly the Voluntary Investment
Plan of Crystal Brands, Inc.

Notes to Financial Statements

A. Description of the Plan (continued)

Investment Options

Upon enrollment in the Plan, a participant may direct employee contributions in 5% increments into any of the six investment options. A participant may contribute a maximum of 25% of employee contributions into the Phillips-Van Heusen Corporation Common Stock Fund.

Phillips-Van Heusen Corporation Common Stock Fund--Funds are invested by the trustee in common shares of the Company. Common shares of the Company are purchased by the trustee in the open market.

Money Market Fund--Funds are invested by the trustee in short-term obligations and money market instruments.

Equity Fund--Funds are invested in shares of a registered investment company that invests primarily in common stock (Fidelity Growth & Income Portfolio).

Bond Fund--Funds are invested in shares of a registered investment company that invests in corporate bonds and U.S. government securities (Fidelity Intermediate Bond Fund).

Balanced Fund--Funds are invested in shares of a registered investment company that invests in common stocks, preferred stocks, and bond (Fidelity Puritan Fund).

International Fund--Funds are invested in shares of a registered investment company that invests in common stocks and bonds of companies and governments outside the United States (Templeton Foreign Fund).

Associates Investment Plan of
Phillips-Van Heusen Corporation
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Notes to Financial Statements

A. Description of the Plan (continued)

Fixed Income Fund--The balance in this fund represents investments in interest contracts issued by Executive Life Insurance Company and Mutual Benefit Life Insurance Company which, as discussed in Note C, have been classified as non-performing at December 31, 1996 and 1995. No new uncommitted investments in interest contracts were made subsequent to June 30, 1991. Effective July 1, 1995, future contributions to this fund were prohibited. Upon release of frozen assets, funds will be transferred into the Money Market Fund where participants may elect to withdraw or transfer the funds to other investment options. Substantially all of the remaining frozen assets in the interest contracts issued by Executive Life Insurance Company were released during 1996.

Participant Loans Receivable

Participants may borrow from the Plan, with certain restrictions, using their vested account balance as collateral. The minimum loan amount is \$1,000 and the maximum loan amount is the lesser of (i) \$50,000 reduced by the participant's highest outstanding loan balance during the previous twelve months or (ii) 50% of the vested value of the participant's account. Interest is fixed for the term of the loan at the prime rate as of the first business day of the month of application as published in the Wall Street Journal, plus 1%. Loan repayments are made through payroll deductions which may be specified for a term of 1 to 5 years or up to 15 years for the purchase of a primary residence.

Participants maintaining outstanding loans from the Plan as in effect prior to July 1, 1995 will continue to have their loans governed by the loan provisions of the Plan as in effect at the time of the loan. However, loan repayment deductions may be adjusted to comply with their new payroll frequency effective July 1, 1995.

Payment of Benefits

Participants entitled to final distributions generally will receive payment in the form of a lump sum amount equal to the value of their vested account.

Associates Investment Plan of
Phillips-Van Heusen Corporation
(Crystal Brands Division),
formerly the Voluntary Investment
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Notes to Financial Statements

A. Description of the Plan (continued)

Plan Termination

Although it has not expressed any intent to do so, the Company has the right under the Plan to discontinue its contributions at any time and to terminate the Plan subject to the provisions of ERISA. In the event of Plan termination, participants will become 100% vested in their accounts.

B. Significant Accounting Policies

The accounting records of the Plan are maintained on the accrual basis, except for payments to participants which it accounts for on the cash basis. Accordingly, the Plan's statements of net assets available for plan benefits do not reflect amounts payable to terminated, retired or other participants as a liability.

The Plan's investments are stated at fair value. The shares of registered investment companies are valued at quoted market prices which represent the net asset values of shares held by the Plan at year-end. Investments in the Money Market Fund and participant loans receivable are stated at cost, which approximates fair value. Interest contracts, except those with Executive Life Insurance Company, are stated at cost plus accumulated interest. As discussed in Note C, Executive Life Insurance Company interest contracts are stated at net realizable value.

Purchases and sales of securities are reflected on a trade date basis. Substantially all administrative expenses are paid by the Company.

The preparation of the financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the amounts reported in the financial statements and accompanying notes. Actual results could differ from these estimates.

Associates Investment Plan of
Phillips-Van Heusen Corporation
(Crystal Brands Division),
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Plan of Crystal Brands, Inc.

Notes to Financial Statements

C. Non-Performing Interest Contracts

The investment alternatives of the Plan have included interest contracts with insurance companies.

On April 11, 1991, the California Department of Insurance placed Executive Life Insurance Company ("ELIC") into conservatorship and suspended all payments on interest contracts issued by ELIC. Effective March 31, 1991, allocation of interest on the Plan's ELIC interest contracts to participant accounts was suspended, and on May 1, 1991, accrual of interest on the Plan's ELIC interest contracts was suspended.

On August 13, 1993, the Los Angeles Superior Court approved a plan of rehabilitation for ELIC that became effective on September 3, 1993. Immediately prior to the effective date of the rehabilitation plan, ELIC restructured its obligations, including interest contracts, downward to approximate the value of the underlying assets. Pursuant to the plan, Aurora National Life Assurance Company ("Aurora") assumed the restructured obligations, in exchange for which it received most of ELIC's liquid assets. The remaining assets were placed into trusts managed by a board of trustees separate from Aurora. These trusts will be liquidated over a five-year period and the proceeds will be used to fund payments to investors.

Investors had two alternatives consisting of participating either (1) fully ("opt-in") or (2) partially ("opt-out") in the rehabilitation plan. After performing an extensive credit review of Aurora and a financial analysis of the two alternatives available under the plan, the Plan's Trustee made the decision to opt-out of the rehabilitation plan. The Trustee also considered the uncertainty of how the Plan's investments would be treated in a liquidation of Aurora, the ability of Aurora to fund the substantial maturation of contracts scheduled to occur in 1998, and the limited historical and prospective financial information available about Aurora.

Substantially all of the remaining frozen assets in the interest contracts issued by ELIC were released during 1996.

Associates Investment Plan of
Phillips-Van Heusen Corporation
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Plan of Crystal Brands, Inc.

Notes to Financial Statements

C. Non-Performing Interest Contracts (continued)

The Plan's investment in ELIC interest contracts was \$237 and \$276,523 at December 31, 1996 and 1995, respectively.

On July 16, 1991, on application of the Insurance Commissioner of the State of New Jersey, the Superior Court of New Jersey placed the Mutual Benefit Life Insurance Company ("MBLIC") into rehabilitation. Effective June 30, 1991, allocation of interest on MBLIC interest contracts to participants was suspended, and on January 1, 1992, the interest accrual rate on all MBLIC contracts was reduced to 3% in accordance with the recommendation of the Deputy Rehabilitator of MBLIC.

On November 10, 1993, the court approved a plan of rehabilitation for MBLIC. The rehabilitation plan provides investors with two alternatives consisting of either (1) participating ("opt-in") in the plan or (2) not participating ("opt-out") in the plan. Investors electing to opt-in are projected to receive 100% of their July 16, 1991 investment balance over a four-year period from December 31, 1999 to December 31, 2003. Investors electing to opt-out will receive approximately 55% of their July 16, 1991 investment balance no later than mid-1996. The Plan's interest contracts with MBLIC are not covered by state guaranty associations. For certain investments not covered by state guaranty associations, including the Plan's interest contracts, the rehabilitation provides, for those investors electing to opt-in, reinsurance by a consortium of insurance companies including the Prudential Insurance Company of America and the Metropolitan Life Insurance Company.

The Plan's Trustee elected to opt-in to the MBLIC rehabilitation plan. The Trustee made this decision after review and analysis of the rehabilitation plan and the financial strength of the reinsurers. Based on the MBLIC rehabilitation plan, including the reinsurance provision, no adjustment to the carrying values of MBLIC interest contracts has been made.

Associates Investment Plan of
Phillips-Van Heusen Corporation
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Notes to Financial Statements

C. Non-Performing Interest Contracts (continued)

The Plan's MBLIC interest contracts were credited with interest at 5.25% for January 1, 1996 through September 30, 1996 and 9.25% for October 1, 1996 through December 31, 1996 and 3.55% for 1995.

Based on the above, interest contracts issued by ELIC and MBLIC were classified as non-performing at December 31, 1996 and 1995.

D. Assets of the Plan

Assets of the Plan are held by State Street Bank and are presented in the following table. Investments that represent 5% or more of the Plan's net assets are identified by an asterisk.

Assets of the Plan held at December 31, 1996 are as follows:

Shares of Registered Investment Companies:	
Fidelity Intermediate Bond Fund, 33,427 shares	\$ 336,943
Fidelity Puritan Fund, 94,959 shares*	1,637,087
Fidelity Growth & Income Portfolio, 73,046 shares*	2,244,709
Templeton Foreign Fund, 49,488 shares	512,697
State Street Bank and Trust Company:	
Short Term Investment Fund, 2,727,133 shares*	2,727,133
Phillips-Van Heusen Corporation Common Stock, 42,873 shares	616,299
Interest Contracts:	
Executive Life Insurance Company	237
Mutual Benefit Life Insurance Company*	4,351,227
Promissory Notes (Participant Loans)	168,917
Interest and dividends receivable	12,251

	\$ 12,607,500
	=====

Associates Investment Plan of
Phillips-Van Heusen Corporation
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Notes to Financial Statements

D. Assets of the Plan (continued)

Assets of the Plan held at December 31, 1995 are as follows:

Shares of Registered Investment Company:	
Fidelity Intermediate Bond Fund, 37,099 shares	\$ 386,205
Fidelity Puritan Fund, 91,039 shares*	1,548,581
Fidelity Growth & Income Portfolio, 70,506 shares*	1,907,185
Templeton Foreign Fund, 58,934 shares	541,012
State Street Bank and Trust Company:	
Short-Term Investment Fund, 4,142,032 shares*	4,142,032
Phillips-Van Heusen Corporation Common Stock, 19,334, shares	190,923
Interest contracts:	
Executive Life Insurance Company	276,523
Mutual Benefit Life Insurance Company*	4,297,539
Promissory Notes (Participant Loans)	209,838
Interest and dividends receivable	25,579

	\$ 13,525,417
	=====

During the years ended December 31, 1996 and 1995, the net appreciation in the fair value of Plan investments was \$512,540 and \$754,787, respectively, as follows:

	1996	1995
	-----	-----
Fair Value of Assets Determined by Quoted Market Price:		
Phillips-Van Heusen Corp. Common Stock	\$ 165,007	\$ (27,514)
Fidelity Intermediate Bond Fund	(13,453)	7,810
Fidelity Puritan Fund	32,514	30,491
Fidelity Growth & Income Fund	259,007	115,611
Templeton Foreign Fund	69,465	(14,681)
	-----	-----
	512,540	111,717
Fair Value Estimated by Trustee:		
State Street Bank Index Fund	--	643,070
	-----	-----
	\$ 512,540	\$ 754,787
	=====	=====

Associates Investment Plan of
Phillips-Van Heusen Corporation
(Crystal Brands Division),
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Plan of Crystal Brands, Inc.

Notes to Financial Statements

E. Transactions with Parties-in-Interest

During the year ended December 31, 1996, the Plan purchased and sold 26,408 and 2,869 shares of the Company's common stock, respectively, and received \$5,587 from the Company as payment of dividends on its common stock. During the year ended December 31, 1995, the Plan purchased 19,334 shares and received \$191 from the Company as payment of dividends on its common stock.

F. Income Taxes

The Internal Revenue Service has ruled that the Plan qualifies under Section 401(a) of the Internal Revenue Code ("IRC") and therefore its related trust is tax-exempt under Section 501(a) of the IRC. The Plan's most recent determination letter is dated September 13, 1995. The Administrative Committee of the Plan is not aware of any course of action or series of events that have occurred that might adversely affect the qualified status of the Plan.

G. Differences Between Financial Statements and Form 5500

The following is a reconciliation of net assets available for plan benefits per the financial statements to the Form 5500:

	December 31, 1996

Net assets available for plan benefits per the financial statements	\$ 12,607,500
Amounts allocated to withdrawn participants at December 31, 1996	(255,497)

Net assets available for plan benefits per the Form 5500	\$ 12,352,003
	=====

Associates Investment Plan of
Phillips-Van Heusen Corporation
(Crystal Brands Division),
formerly the Voluntary Investment
Plan of Crystal Brands, Inc.

Notes to Financial Statements

G. Differences Between Financial Statements and Form 5500 (continued)

The following is a reconciliation of benefits paid to participants per the financial statements to the Form 5500:

	Year ended December 31, 1996

Benefits paid to participants per the financial statements	\$ 2,928,680
Add: Amounts allocated to withdrawn participants at December 31, 1996	255,497
Less: Amounts allocated to withdrawn participants at December 31, 1995	(703,948)

Benefits paid to participants per the Form 5500	\$ 2,480,229
	=====

Amounts allocated to withdrawn participants on the Form 5500 represent benefit claims that have been processed and approved for payment prior to year-end but not yet paid.

Supplemental Schedules

Associates Investment Plan of
Phillips-Van Heusen Corporation
(Crystal Brands Division),
formerly the Voluntary Investment
Plan of Crystal Brands, Inc.

Assets Held for Investment Purposes

December 31, 1996

Identity of Issuer	Description	Cost	Market Value

State Street Bank and Trust Company:			
Short Term Investment Fund	2,727,133 shares	\$ 2,727,133	\$ 2,727,133
Fidelity Intermediate Bond Fund	33,427 shares	340,845	336,943
Fidelity Puritan Fund	94,959 shares	1,581,339	1,637,087
Fidelity Growth & Income Portfolio	73,046 shares	1,895,037	2,244,709
Templeton Foreign Fund	49,488 shares	468,779	512,697
Phillips-Van Heusen Corporation			
Common Stock	42,873 shares	482,598	616,299
Executive Life Insurance Company	Interest Contracts*	237	237
Mutual Benefit Life Insurance Company	Interest Contracts*	4,351,227	4,351,227
Promissory Notes	Participant loans	168,917	168,917
		-----	-----
		\$ 12,016,112	\$ 12,595,249
		=====	=====

* Maturity dates and interest rates are subject to statutory conservatorship rules. See Note C for further information.

Associates Investment Plan of
Phillips-Van Heusen Corporation
(Crystal Brands Division),
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Plan of Crystal Brands, Inc.

Reportable Transactions

Year ended December 31, 1996

Party Involved	Description	Purchase Price	Selling Price	Cost of Asset Sold

Category (i)--Individual transactions in excess of 5% of plan assets:				
State Street Bank and Trust Co.	Interest contracts with Mutual Benefit Life Insurance Co.		\$ 864,293	\$ 864,293
State Street Bank and Trust Co.	Interest contracts with Mutual Benefit Life Insurance Co.		1,072,036	1,072,036
State Street Bank and Trust Co.	Interest contracts with Mutual Benefit Life Insurance Co.		1,203,761	1,203,761
State Street Bank and Trust Co.	Interest contracts with Mutual Benefit Life Insurance Co.		1,157,450	1,157,450
State Street Bank and Trust Co.	Interest contracts with Mutual Benefit Life Insurance Co.	\$ 864,293		
State Street Bank and Trust Co.	Interest contracts with Mutual Benefit Life Insurance Co.	1,072,036		
State Street Bank and Trust Co.	Interest contracts with Mutual Benefit Life Insurance Co.	1,157,450		
State Street Bank and Trust Co.	Interest contracts with Mutual Benefit Life Insurance Co.	1,203,761		

Party Involved	Description	Net Gain or (Loss)	Number of Transactions

Category (i)--Individual transactions in excess of 5% of plan assets:			
State Street Bank and Trust Co.	Interest contracts with Mutual Benefit Life Insurance Co.		1
State Street Bank and Trust Co.	Interest contracts with Mutual Benefit Life Insurance Co.		1
State Street Bank and Trust Co.	Interest contracts with Mutual Benefit Life Insurance Co.		1
State Street Bank and Trust Co.	Interest contracts with Mutual Benefit Life Insurance Co.		1
State Street Bank and Trust Co.	Interest contracts with Mutual Benefit Life Insurance Co.		1
State Street Bank and Trust Co.	Interest contracts with Mutual Benefit Life Insurance Co.		1
State Street Bank and Trust Co.	Interest contracts with Mutual Benefit Life Insurance Co.		1
State Street Bank and Trust Co.	Interest contracts with Mutual Benefit Life Insurance Co.		1

Associates Investment Plan of
 Phillips-Van Heusen Corporation
 (Crystal Brands Division),
 formerly the Voluntary Investment
 Plan of Crystal Brands, Inc.

Reportable Transactions (continued)

Year ended December 31, 1996

Party Involved	Description	Purchase Price	Selling Price	Cost of Asset Sold
Category (iii)--Series of transactions in excess of 5% of plan assets:				
State Street Bank and Trust Co.	Short-Term Investment Fund	\$ 852,023	\$2,266,922	\$2,266,922
State Street Bank and Trust Co.	Interest contracts with Mutual Benefit Life Insurance Company	4,580,676	4,526,988	4,526,988

Party Involved	Description	Net Gain or (Loss)	Number of Transactions
Category (iii)--Series of transactions in excess of 5% of plan assets:			
State Street Bank and Trust Co.	Short-Term Investment Fund		54
State Street Bank and Trust Co.	Interest contracts with Mutual Benefit Life Insurance Company		33

There are no category (ii) or (iv) reportable transactions for the year ended December 31, 1996.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Administrative Committee has duly caused this annual report to be signed on its behalf by the undersigned hereunto duly authorized.

PHILLIPS-VAN HEUSEN CORPORATION
(CRYSTAL BRANDS DIVISION)
ASSOCIATES INVESTMENT PLAN

Date: June 24, 1997

By /s/ Pamela N. Hootkin

Pamela N. Hootkin, Member of
Administrative Committee

[Letterhead Of Ernst & Young LLP]

Consent of Independent Accountants

We consent to the incorporation by reference in the Registration Statement (Form S-8) pertaining to the Associates Investment of Phillips-Van Heusen Corporation (Crystal Brands Division), formerly the Voluntary Investment Plan of Crystal Brands, Inc., of our report dated June 13, 1997, with respect to the financial statements and supplemental schedules of the above mentioned plans included in this Annual Report (Form 11K) for the year ended December 31, 1996.

/s/ Ernst & Young LLP

New York, New York
June 13, 1997