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Tommy Hilfiger
History - Design - Style

Classic,
American,
Cool

Brand Ambassador
Gigi Hadid

TOMMY  HILFIGER

Key Selling Features

► History

- Founded in 1985
- First designed clothing for men's sportswear
- Tommy Hilfiger logo portrays the American flag, using red, white and blue

► Style

- Classic, American, Cool style
- Premium styling, quality and value
- Aimed at customers 25 - 40yrs



History

Tommy Hilfiger History

Tommy Hilfiger's career in fashion began in 1968, when he co-founded a clothing and record store named People's Place in upstate New York. Using \$150 he'd saved from working at a petrol station as startup, he oversaw the expansion of the company into a chain of ten stores. Despite meeting with initial success, People's Place filed for bankruptcy in 1977. In 1979 Hilfiger moved to New York City to pursue a career as a fashion designer, working on several different labels including Jordache Jeans. In the early 1980s he met Mohan Murjani, an "Indian textile magnate" hoping to launch a line of men's clothing. With Murjani's backing in 1985 Hilfiger debuted his first signature collection, which featured modernized versions of button-down shirts, chinos, and other classic preppy styles.

The casual youthful attitude of these first designs would remain a trait of the Tommy Hilfiger Corporation's later collections. The new clothing line made its debut with a high-profile marketing campaign, which included a large billboard in Times Square. The Tommy Hilfiger brand left Murjani International in 1989, with Silas Chou instead providing financial backing. That year Lawrence Stroll and Joel Horowitz, both former executives of Ralph Lauren, were hired as executives of the newly formed company Tommy Hilfiger, Inc., which had an initial focus on casual male sportswear.

While Hilfiger's earliest designs drew on 1960s counterculture and fashion, since the 1980s his designs typically draw from classic American New England styles. His initial lines for the Tommy Hilfiger Corporation were primarily designed to appeal to young men looking for designer clothing, and Tommy Hilfiger became one of the most prominent brands in 1990s sportswear along side Polo Ralph Lauren and Calvin Klein. Each of these companies created distinctive wardrobes based upon stylish but wearable, comfortable and interchangeable multi-purpose clothes, all with a focus on luxury.



HISTORY

1985

Thirty years in business deserves a look back in time.
Here's a snapshot of the year it all began.

Design

Tommy Hilfiger Logo

The Tommy Hilfiger logo is one of the most popular and instantly recognizable logos in the fashion industry. The flag emblem is known for its “all-American” look and evident references to the “upper class” or the “elite”. The minimalist mark also cleverly signifies the letter “H.” The Tommy Hilfiger logo portrays the American flag in a very aesthetic and clean manner. The blue, red and white colors signify excellence, purity, patriotism, elegance and excitement.



Who's wearing

TOMMY HILFIGER

Alexa Chung



MYXNADAL

Rafael Nadal



Katy Perry



Ryan Gosling



Style

CLASSIC, AMERICAN, COOL



Since Tommy Hilfiger introduced his first men's sportswear collection in 1985, the brand has expanded to encompass a complete premium lifestyle on a global scale. Tommy Hilfiger delivers premium styling, quality and value to consumers worldwide under the Tommy Hilfiger and Hilfiger Denim brands, with a breadth of collections including Hilfiger Collection, Tommy Hilfiger Tailored, men's, women's and children's sportswear, denim, accessories, and footwear. In addition, the brand is licensed for a range of products, including fragrances, eyewear, watches and home furnishings.

Tommy Hilfiger, embodies the brand's classic American cool spirit with a broad selection of designs across more than 25 categories, including men's, women's and kid's sportswear, footwear and accessories. With a focus on a 25 to 40 year-old consumer, Tommy Hilfiger is internationally recognized for celebrating the essence of classic American style with a fresh, modern twist inspired by Hilfiger's love of pop culture – from fashion, art and music to sports and entertainment.



Brand Ambassador



Gigi Hadid

It was only a matter of time before Gigi Hadid tried her hand at designing — she's already conquered the rest of the fashion world, right? But what we really respect is that the supermodel is creating a collection for a brand she truly loves: Tommy Hilfiger.

Gigi wears pieces by the iconic American label both on the street and on the red carpet, and she was the leader of the pack on the runway at the Spring '16 show.

Starting in Fall 2016, Gigi will take on the role of an official "Tommy Girl": she's been named brand ambassador and will be rolling out a line of sportswear that includes apparel, accessories, eyewear, a fragrance, and shoes and of course, she'll walk in the Hilfiger Collection show during NYFW.



Tommy Hilfiger said, "I've known Gigi and her family for years, and it has been amazing to watch her grow into one of the world's top models and most-followed fashion influencer's. Gigi has walked in our runway shows and now we are thrilled to continue our collaboration with her as the new face of Tommy Hilfiger womenswear and fragrance. She is truly the definition of today's Tommy Girl — her magnetic personality is bright and always optimistic, and her style is confident, effortless and cool."

Top Styles



- TH 1358/S K1U & K1T
\$269.90

This cool new style plays on the classic cool style of Tommy Hilfiger



A good over sized square shape that the ladies love.



- TH 1041/N/S 11L
\$219.90



- TH 1985 086 & UOA
\$199.90

The classic wayfarer shape in the TH colours are perfect for all face shapes that will suit all face shapes