

TOMMY  HILFIGER

BLACK EYEWEAR
OCTOBER 2019 RELEASE

AUGUST 2019 COLLECTION STRUCTURE – SUN



NEW PREPPY
5 styles



LIFESTYLE
7 styles



ESSENTIAL
2 styles



MILLENNIALS
New sizes



TH ZENDAYA III ADV



TH 1672/S
ADV



TH 1671/S



TH 1673/S



TH 1678/F/S
ASIAN FITTING



TH 1674/S



TH 1675/S



TH 1679/F/S
ASIAN FITTING



TH 1667/S



TH 1668/S



TH 1669/S
ADV



TH 1670/S



TH 1676/G/S
GLOBAL FITTING



TH 1677/G/S
GLOBAL FITTING

NEW SMALLER SIZE!



TH 1555/S



TH 1557/S



TH 1605/S



OBJECTIVE: BACK TO THE PREPPY ROOTS

Brand new product story inspired by Preppy & Vintage flavour from the Tommy’s heritage.

KEY SELLING POINTS



High quality constructions enriched with refined **chiselling** on the metal part and precious **acetate sheats** surrounding the metal rims.



Lean “**Stick**” acetate temple design and the iconic **rubber** asymmetric detail inspired by the **Tommy Hilfiger ribbon**



11 styles! **Wide variety of shapes and constructions**

- 
TH 1671/S


TH 1672/S


TH 1673/S


TH 1678/F/S

ASIAN FITTING
- 
TH 1686


TH 1687


TH 1688


TH 1689


TH 1690/G


TH 1699/F

ASIAN FITTING

TH I672/S

- Gender: Man
- Material: Metal/Acetate (chiseled eyerims & sheath) Front + Acetate Temple
- Base 2 CR-39
- Lens: Solid and Shaded colors
- Colors: 4
- Size: 50-21/140
- Price: High
- Rx-able: Yes
- ETED: 136.8 mm
- Lens height boxing: 44.8 mm



Col. V81 IR



Col. R80 QT



Col. 010 GB



Col. J5G EQ

INSPIRATION



STYLE DESCRIPTION

- **On trends geometric shape** enriched by a refined combination of metal (front) and acetate (temples) featuring the sophisticated chiseled eyerims and the acetate sheath.
- **Adjustable nose pads** for a comfortable fit
- **Asymmetric iconic rubber detail** inspired by the new ribbon of Tommy Hilfiger collection;
- "Tommy Hilfiger" logo on both temples.



TH 1672/S



Col. V81 IR



Col. R80 QT



Col. 010 GB



Col. J5G EQ

TH I67I/S

- Gender: Man
- Material: Metal Front (chiseled eyerims) + Acetate Temple
- Base 4 Polycarbonate
- Lens: Solid colors + 1 sku photochromic
- Colors: 4
- Size: 55-17/140
- Price: Medium-High + High
- Rx-able: Yes
- ETED: 141.1 mm
- Lens height boxing: 44.8 mm



Col. 807 IR



Col. 010 KU



Col. J5G QT



Col. R80 UK
(photochromic)

INSPIRATION



STYLE DESCRIPTION

- **Trendy caravan shape** enriched by a refined combination of metal (front) and acetate (temples) and sophisticated chiseled eyerims;
- **Adjustable nose pads** for a comfortable fit
- **Asymmetric iconic rubber detail** inspired by the new ribbon of Tommy Hilfiger collection;
- "Tommy Hilfiger" logo on both temples.



TH 1671/S



Col. 807 IR



Col. 010 KU



Col. J5G QT



Col. R80 UK
(photochromic)

POLO PIQUET

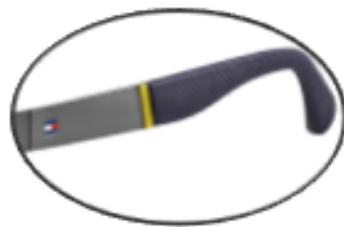
BEST SELLING FAMILY ACROSS THE YEARS!



AUGUST 2018



The first and iconic Polo Pique temple featuring the pique texture with rubber effect **BEST SELLERS!**



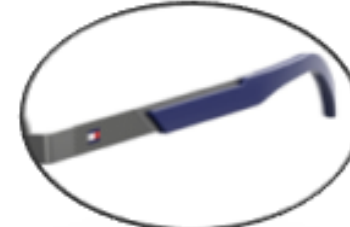
- ✓ Metal evolution
- ✓ More mature consumer
- ✓ Tech/Sport attitude

BEST SELLERS!



AUGUST 2018

- ✓ Young looking Polo Pique temple
- ✓ More competitive price (IDX 80)
- ✓ Street style attitude (thinner temple and more colours)



IN 2019

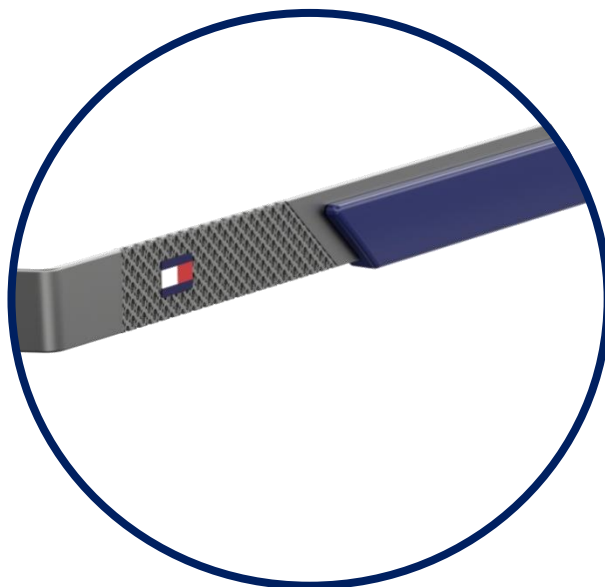
- ✓ New active interpretation of the Polo Pique' concept
- ✓ II Additional shapes
- ✓ More colours

OBJECTIVE: FOCUS ON POLO PIQUET'

Consolidating the **ICONIC** and **HIGHLY RECOGNIZABLE TEXTURE**, building on the new
“active” interpretation
KEY SELLING POINTS



Rubber detail for a sporty attitude



Iconic texture goes on metal



BEST SELLERS!!

TH 1521

TH 1405/S

TH 1282

TH 1543

An evolution of the best selling **Polo Piquet** family,
characterized by an **active and sporty attitude**



TH 1675/S



TH 1674/S



TH 1679F/S

ASIAN FITTING



TH 1695



TH 1694



TH 1691



TH 1692



TH 1693/G

GLOBAL FITTING



TH 1700/F

ASIAN FITTING



TH 1701/F

ASIAN FITTING



TH 1696

TH I675/S

- Gender: Man
- Material: Injected Grilamid Front + Metal/Rubber Temple
- Base 4 Polycarbonate
- Lens: Solid and Multilayer colors
- Colors: 4
- Size: 59-16/145
- Price: Medium
- Rx-able: Yes
- ETED: 142.5 mm
- Lens height boxing: 38.8 mm



Col. 003 IR



Col. 71C BJ
Multilayer red lenses

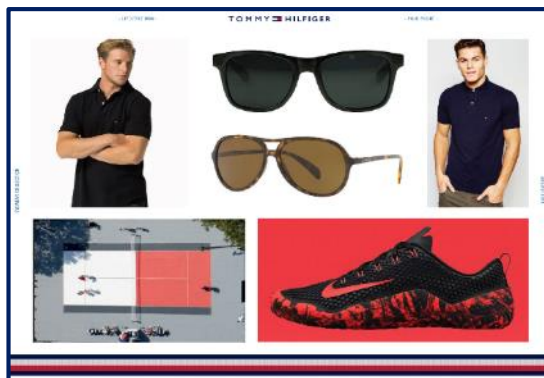


Col. IPQ QU



Col. PJP KU

INSPIRATION



STYLE DESCRIPTION

- Best seller and **easy to wear** rectangular shape with a sporty twist;
- Evolution of the polo piquet concept on temple tips for a strong link with TH most iconic apparel piece;
- Comfortable fitting thanks to the **rubber end tips**;
- Iconic Tommy Hilfiger flag logo embedded in a **metal plaque** on both temples.

AUGUST 2019 EYEWEAR COLLECTION



LIFESTYLE – ACTIVE MAN POLO PIQUET

TH I675/S



Col. 003 IR



Col. 71C BJ
Multilayer red lenses



Col. IPQ QU

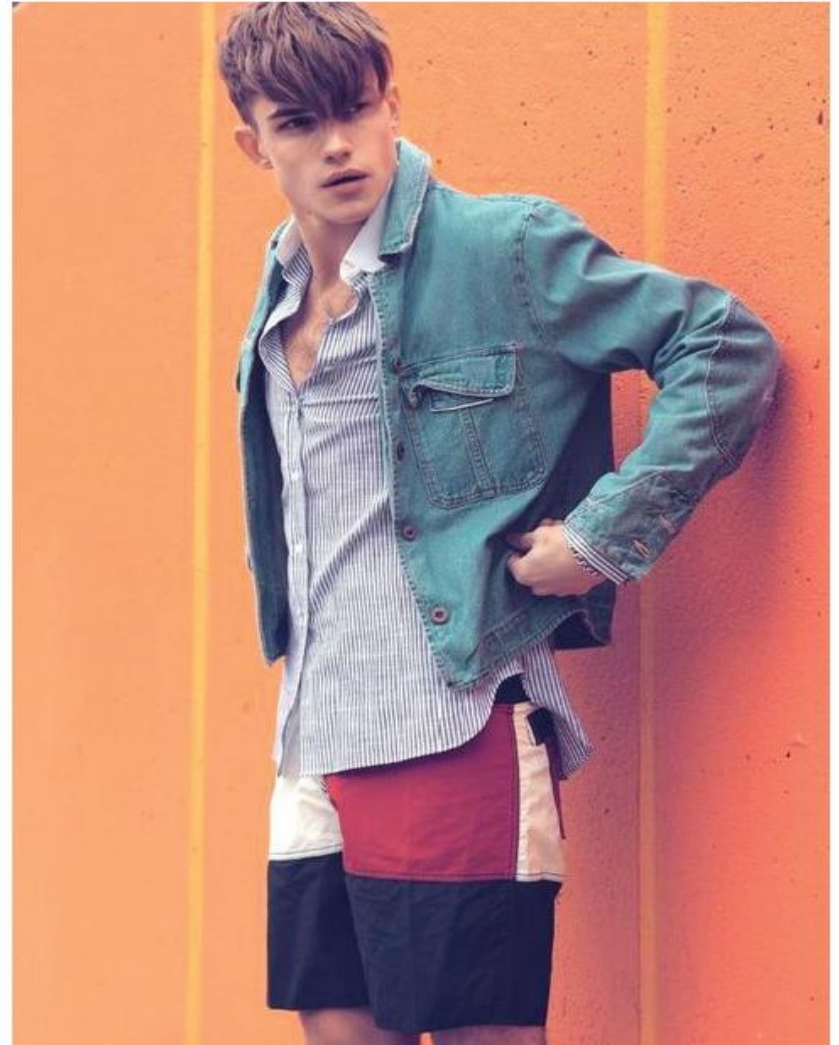


Col. PJP KU

- MILLENNIALS -

TOMMY  HILFIGER

- YOUNG STREET -



AUGUST 2018

MILLENNIALS

EYEWEAR COLLECTION



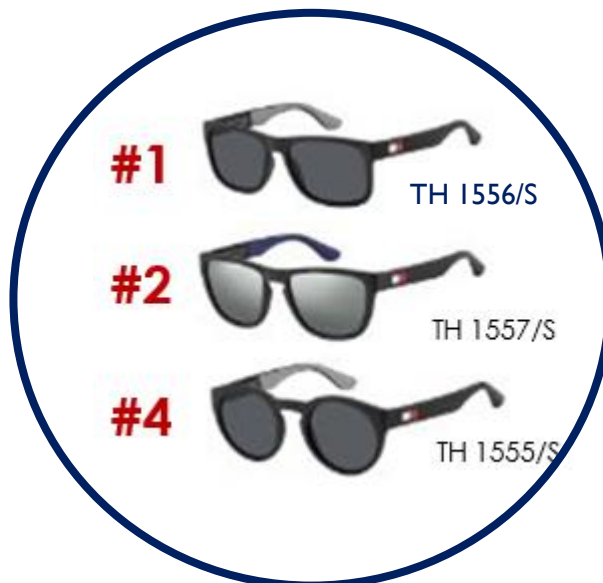
OBJECTIVE: REIGNITE THE MAN BUSINESS

expanding the successful 'SPORTY AND AFFORDABLE' offer: **new smaller sizes** to widen the target consumer

KEY SELLING POINTS



Big iconic «flag» logo on temples that guarantees an immediate brand recognition to leverage on the **brand momentum**



Best selling family!
All the 3 Millennials styles launched in SS18 are among the global top 5 styles ranks



Huge ambassadorship
MOTO GP project!



TH 1555/S
New size 48



TH 1557/S
New size 52



TH 1605/S
New size 54

AUGUST 2019 EYEWEAR COLLECTION



MILLENNIALS – NEW SIZES

TH I555/S

NEW SIZE!

Current size 49

New size 48



Col. 08A

Col. D5I



Col. 8RU

TH I557/S

NEW SIZE!

Current size 54

New size 52



Col. 08A

Col. 8RU



Col. FRE

Col. 003



Col. PHW

TH I605/S

NEW SIZE!

Current size 56

New size 54



Col. IPQ

Col. 003



Col. QM4

Col. RHB



Col. 3OL

- LIFESTYLE WOMAN -

TOMMY HILFIFGER

- COLOR FADE -

LIFESTYLE SEASONAL WOMAN



EYEWEAR COLLECTION

OBJECTIVE: REINFORCE THE FEMALE COLLECTION

Expand the female offer

KEY SELLING POINTS



Glamorous shapes, characterized by precious shiny & transparent acetate and with a **vintage touch**.



Dedicated acetate featured **coloured internal pattern** & female **evergreen** shapes.



Building on the successful SS19 super feminine **light metal temple**, paired with a glamorous **gradient palette** for lenses.



TH 1667/S

- Gender: Woman
- Material: Metal Front + Temple
- Base 2 Nylon
- Lens: Shaded colors
- Colors: 5
- Size: 57-18/140
- Price: Medium
- Rx-able: No
- ETED: 138 mm
- Lens height boxing: 53 mm



Col. LKS JF



Col. S9E DG



Col. 2F7 90

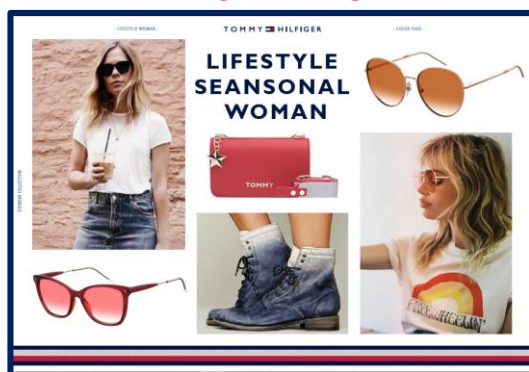


Col. 01Q HA



Col. KUF 14

INSPIRATION



STYLE DESCRIPTION

- A fashionable **oversize rimless geometric** shape;
- Successful metal temples of SS19 featuring by a **refined colored plastic detail** that recalls the lens shade for a playful touch;
- “Tommy Hilfiger” logo on both temples;
- Gradient & cosmetic lenses available
- Very good value for money price positioning

TH 1667/S



Col. LKS JF



Col. S9E DG



Col. KUF I4



Col. 2F7 90



Col. 01Q HA



TH 1669/S

- Gender: Woman
- Material: Acetate Front + Temple
- Base 2 CR-39
- Lens: Shaded colors
- Colors: 5
- Size: 57-16/145
- Price: Medium
- Rx-able: Yes
- ETED: 145 mm
- Lens height boxing: 36.7 mm



Col. 807 90



Col. 086 HA



Col. 900 90



Col. 733 HA



Col. 1ED 9K

INSPIRATION



STYLE DESCRIPTION

- A glamour **oversize geometric** shape;
- The temples are characterized by a **refined iconic acetate ribbon** on the end tips;
- “Tommy Hilfiger” logo on both temples;
- Gradient lenses available
- Crystal color palette

AUGUST 2019 EYEWEAR COLLECTION

LIFESTYLE – SEASONAL WOMAN



TH 1669/S



Col. 807 90



Col. 086 HA



Col. 1ED 9K



Col. 900 90



Col. 733 HA

TH I670/S

- Gender: Woman
- Material: Acetate Front + Acetate/Metal Temple
- Base 4 CR-39
- Lens: Shaded colors
- Colors: 4
- Size: 57-16/140
- Price: Medium
- Rx-able: Yes
- ETED: 142 mm
- Lens height boxing: 51.4 mm



Col. 807 90



Col. 086 HA



Col. PJP 08



Col. 8CQ TX

INSPIRATION



STYLE DESCRIPTION

- An elegant **soft cat-eye** shape;
- The temples are characterized by a **colorful acetate inner pattern**
- “Tommy Hilfiger” logo on both temples;
- Gradient lenses available.



TH 1670/S



Col. 807 90



Col. 086 HA



Col. PJP 08



Col. 8CQ TX

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THANK YOU