



TOMMYNOW ★ **ROCKCIRCUS** ★

FALL 2017 DIGITAL COMMERCE

TOMMY  HILFIGER

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FALL 2017 TOMMYNOW

THE BRAND'S THIRD IN-SEASON RUNWAY SHOW WILL CLOSE LONDON FASHION WEEK ON TUESDAY, SEPTEMBER 19, 2017 AT 7:00 P.M. BST AT THE ROUNDHOUSE. INSPIRED BY TOMMY HILFIGER'S LOVE OF ROCK AND FASHION, "ROCKCIRCUS" WILL BE A HIGH-ENERGY, MUSIC-FUELLED AND INNOVATIVE EXPERIENCE SET IN AN ICONIC CONCERT VENUE THAT IS AT THE CENTER OF LONDON'S ROCK-AND-ROLL HISTORY.

For the first time, TOMMYNOW will combine both men's and women's collections, including *HILFIGER EDITION*, *HILFIGER COLLECTION* and the third *TommyXGigi* collaborative capsule designed with global brand ambassador and international supermodel Gigi Hadid.

Following the sell-out success of the first two TOMMYNOW shows, the Fall 2017 event builds on Tommy Hilfiger's signature "See Now, Buy now" format, with all runway looks available across an ecosystem of immediately shoppable channels in more than 70 countries. From traditional retail, wholesale and e-commerce, to innovation in Augmented Reality, 3D image recognition commerce, and the evolution of the Artificial Intelligence-powered chatbot, TOMMYNOW continues to build on its success of converting visibility

into commerce, fusing fashion and entertainment.

"Season after season, TOMMYNOW acts as an innovation incubator, breaking all the rules and disrupting the fashion industry with new authentic experiences for consumers around the world," said Tommy Hilfiger. "As we continue our leadership role in democratizing the runway, we are driven by our passion to come up with new all-inclusive ways to involve and empower consumers, male and female, to take part in these unique experiences."



Credit: John Williams

AUGMENTED REALITY

OUR CONSUMER-CENTRIC MINDSET DRIVES US TO CONTINUOUSLY CHALLENGE THE STATUS QUO TO STAY AT THE FOREFRONT OF THE INDUSTRY AND TRENDS. AS INDUSTRY PIONEERS, WE ARE TESTING NEW WAYS OF BRIDGING EXPERIENCES WITH CONVERSION.



We have a history in experimentation to bring the runway closer to consumers – from immersive virtual reality experiences of TOMMYNOW, to social media programs such as InstaMeet. *TOMMY HILFIGER* is the first brand to use Augmented Reality (AR) technology to bring the catwalk experience to life outside of the runway show.

Consumers can seamlessly use the new AR commerce function, which is built within the TOMMYNOW SNAP app, to select, view and immediately shop key Fall 2017 looks on their own private catwalk:

- 1 DOWNLOAD** the TOMMYNOW SNAP app from the Apple App Store.
- 2 OPEN** the app to choose the AR functionality in navigation bar.
- 3 SELECT** women's or men's collection.
- 4 PERSONALIZE** your catwalk experience by selecting key looks to view.
- 5 POINT** the mobile device – iPhone or iPad – towards a flat surface and watch the personalized AR catwalk show.
- 6 TAP** on favorite looks to save to faves.
- 7 CLICK** out from wish list to the product detail page on *tommy.com*
- 8 SHARE** favorite looks on social media.

Five key looks from Fall 2017 *HILFIGER EDITION* and ten key looks from *HILFIGER COLLECTION* and the *TommyXGigi* collaborative capsule collection are available to shop.

TOMMYNOW SNAP

BUILDING ON ITS INCREDIBLE SUCCESS SINCE LAUNCHING LAST SEASON, THE 3D IMAGE RECOGNITION COMMERCE APP TOMMYNOW SNAP HAS EVOLVED INTO A 360 DEGREES CONSUMER EXPERIENCE, AND WILL BE AVAILABLE IN 12 MARKETS, INCLUDING THE U.S., U.K., GERMANY, SPAIN, FRANCE AND RUSSIA.

For Fall 2017, the app now instantly recognizes all *TOMMY HILF* men's, women's, kids and accessories global collections. The app uses 2D and 3D image recognition technology, which allows users to snap photos of models walking the runway, products in store, ad placements and editorial shots. The app recognizes the styles and links directly to *tommy.com* for purchase.

Users can now also select looks from user-generated #Popular content appearing in the app's feed, create mood boards of favorite looks for specific occasions, and view regularly-updated video content created around the TOMMYNOW runway show. Additionally, the app will introduce 'Find Similar', a new function proposing alternative styles, should one item no longer be available. The unique new AR commerce experience functionality also lives within TOMMYNOW SNAP.

TOMMYNOW SNAP WORKS SEAMLESSLY

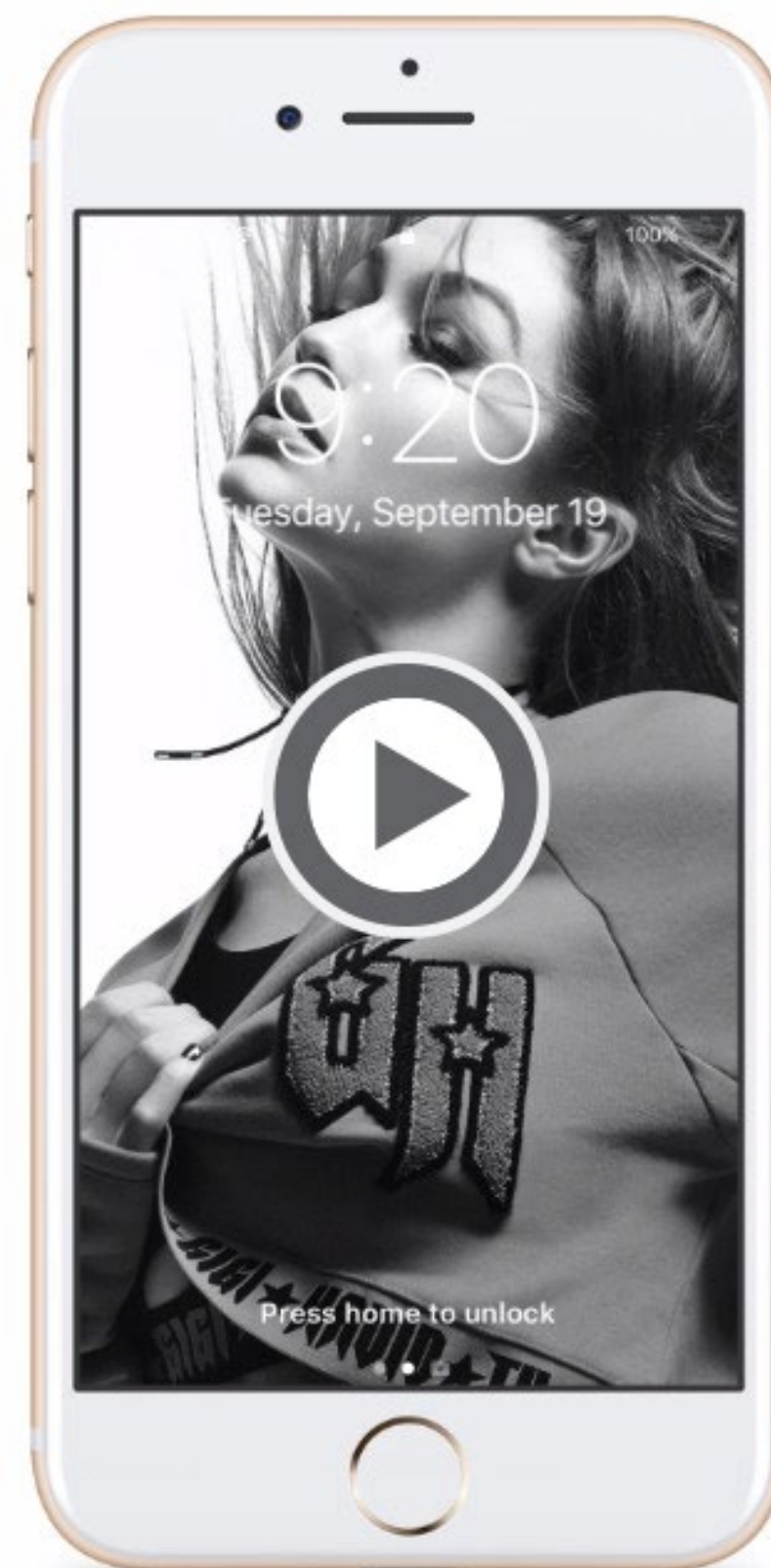
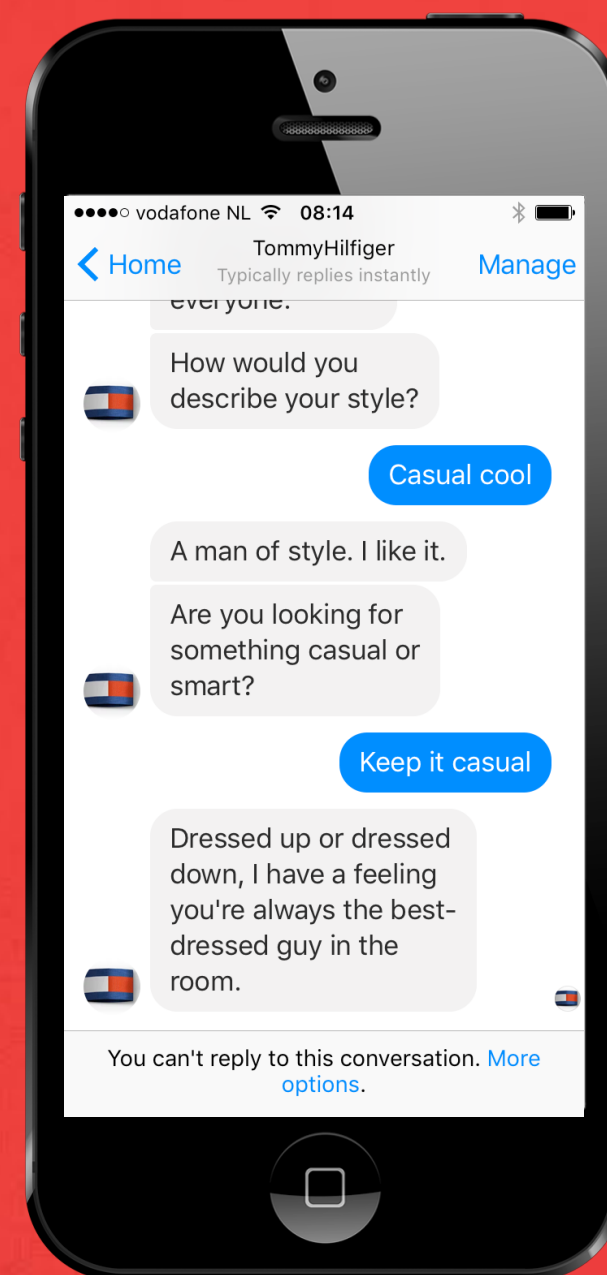
- 1 DOWNLOAD** the app from the Apple App Store.
- 2 OPEN** the app to start camera view.
- 3 SNAP** photos of models on the runway, products in store, ad campaigns, or editorials.
- 4 SELECT** an image to generate a list of identified products featured in the image.
- 5 CLICK** on items to purchase instantly through *tommy.com*

It is also possible to upload and shop from images in the user's photos.



TMY.GRL + TMY.BOY

WITH MORE THAN 100,000 MESSAGES EXCHANGED WITH CONSUMERS SINCE EVOLVING INTO A ONE-OF-A-KIND ARTIFICIAL INTELLIGENCE-POWERED VIRTUAL STYLIST, TMY.GRL CONTINUES TO BRING NEW LEVELS OF ACCESSIBILITY, ENGAGEMENT AND PERSONALIZATION TO OUR GLOBAL AUDIENCE.

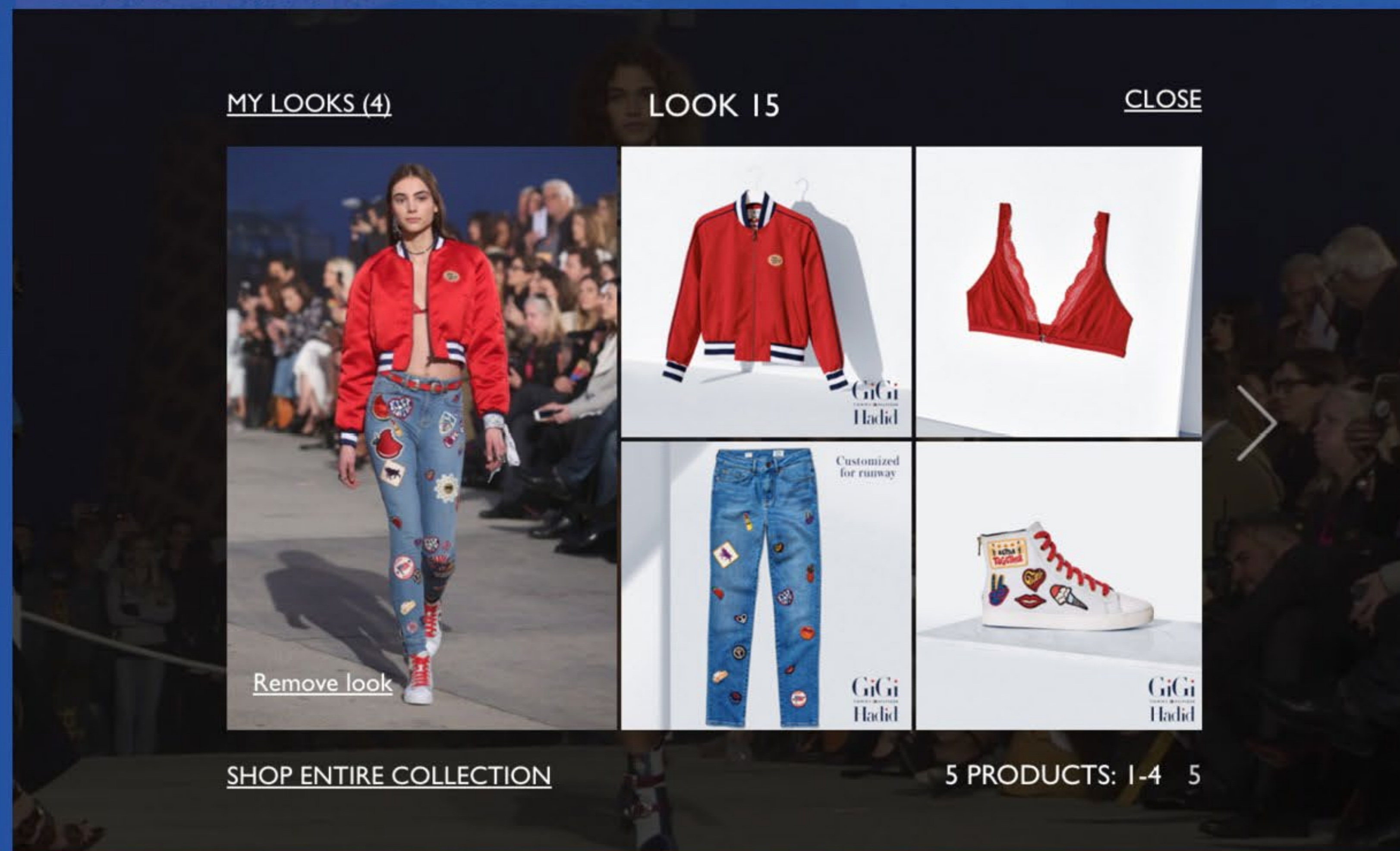


On average, users return to Facebook Messenger to ask for styling advice three or more times, spending four minutes interacting with the chatbot, and 25% are returning users.

For Fall 2017, TOMMYNOW is combining men's and women's collections for the first time. The chatbot therefore naturally evolved to launch TMY.BOY, which creates look recommendations for *HILFIGER EDITION* based on consumer preference and event occasion.

SHOPPABLE LIVESTREAM

TOMMYNOW IS THE ULTIMATE EXPRESSION OF THE “SEE NOW, BUY NOW” MODEL. TO CONTINUE TO DELIVER ON THE BRAND’S PROMISE OF INSTANT GRATIFICATION COMMERCE FOR CONSUMERS GLOBALLY, TOMMY HILFIGER WILL ONCE AGAIN MAKE EVERY RUNWAY LOOK IMMEDIATELY AVAILABLE VIA A SHOPPABLE LIVESTREAM ON SEPTEMBER 19TH.



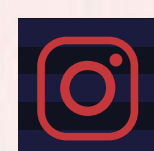
Once the runway show kicks off, consumers around the world will be able to purchase styles from the Fall 2017 *HILFIGER EDITION*, *HILFIGER COLLECTION* and *TommyXGigi* collection the moment they hit the catwalk via the livestream broadcast on *tommy.com*.

As each look premieres, viewers can add it to their wish list using the “Save This Look” button without interrupting the livestream, or pause to immediately purchase their favorite styles through *tommy.com*.

The post-show OnDemand video of the runway show on *tommy.com* will also be shoppable.

SOCIAL COMMERCE & SOCIAL MEDIA

EVERY FALL 2017 RUNWAY LOOK WILL BE IMMEDIATELY SHOPPABLE THROUGH FACEBOOK, INSTAGRAM, SNAPCHAT, TWITTER, AND PINTEREST. A “CLICK-TO-BUY” FUNCTION WILL APPEAR FOR ALL CONTENT CAPTURED LIVE AT TOMMYNOW OR DISTRIBUTED POST-EVENT.



INSTAGRAM + STORIES+ LIVE

With over 4.9 million followers, the @TommyHilfiger Instagram channel offers a curated expression of our latest collections, collaborations and celebrity street-style moments. Through Instagram Stories and Instagram Live, fans have access to exclusive, on-the-scene coverage from events and shoots, including VIP and backstage interviews, sneak-peeks, and takeovers by our favorite influencers and ambassadors.

Since the launch of TOMMYNOW in Fall 2016, the @TommyHilfiger feed is fully and immediately shoppable for those must-have pieces. This season, followers can view the TOMMYNOW (non-shoppable) livestream through Instagram Live, while Instagram Stories come to life with behind-the-scenes moments from ROCKCIRCUS throughout the day.

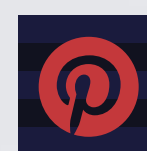


FACEBOOK+ MESSENGER

Boasting more than 11.5 million followers, *TOMMY HILFIGER* Facebook is the perfect hub to explore fresh campaign launches, local promotions, brand news and event information.

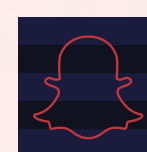
As of this season, shopping through Facebook Messenger becomes even more personalized and user-centric with the launch of TMY.BOY, an A.I.-powered virtual stylist chatbot that offers styling advice and *HILFIGER EDITION* collection suggestions based on the specific user's style preference, occasions and staples pieces. TMY.BOY joins the already very successful TMY.GRL, which offers similar advice for *HILFIGER COLLECTION* and *TommyXGigi*.

With dedicated Facebook Live streams from shows and events, Facebook continues to open up the world of TOMMYNOW to fans across the globe through innovative experiences.



PINTEREST

Pin. Curate. Shop. We share every piece from our *TOMMY HILFIGER* collections on Pinterest. This includes dedicated *TommyXGigi*, *HILFIGER COLLECTION* and *HILFIGER EDITION* boards, with full look imagery, styling advice, products and street-style moments from around the world.



SNAPCHAT

An off-the-cuff and unfiltered glimpse into the *TOMMY HILFIGER* world – from runway shows and influencer takeovers, to exclusive content teasers. This season, TOMMYNOW guests can personalize and share their experience using exclusive branded filters.



TWITTER

Non-stop and up-to-date, the @TommyHilfiger Twitter account serves more than 1.3 million fans with constant inspiration. Whether collection-focused or event-related, this is the perfect space to see whom we are working with and what we are up to. This season, we are bringing the runway even closer to Twitter fans with a dedicated livestream page, #TOMMYNOW trending topic and custom emoji.



YOUTUBE

The premier stop for all *TOMMY HILFIGER* video content, including campaign stories, event highlights and collaboration with influencers. Previous show recaps and ‘best of’ are available to all viewers to recreate the TOMMYNOW experience.

TOMMY HILFIGER STORE-OF-THE-FUTURE

THE ROLE OF OUR CHANNELS IS CHANGING AND THE FUTURE OF RETAILING IS SHIFTING. RETURN ON INVESTMENT IS NO LONGER MEASURED BY SALES PER SQUARE FOOT, BUT SURPRISE AND EXCITEMENTS PER SQUARE FOOT.

TOMMY HILFIGER's vision for the future of retail is to offer consumers a groundbreaking, immersive in-store experience that combines three core elements:

Traditional Retail: Consumers can touch and try the product.

Digital Interaction: Connecting online and offline to show consumers more products than could ever fit in a standard retail footprint.

Social Environment: Inspired by Tommy's first store People's Place, where people came together to enjoy exciting and engaging experiences.



The recently redesigned *TOMMY HILFIGER* flagship Store-of-the-Future on Regent Street in London builds on this vision, featuring:

Smart Fitting Rooms: Smart mirrors recognize items brought in via RFID tracking, suggest inspiring looks, and allow consumers to request styles to the fitting room.

Digital Denim Fit Guides: Help consumers find and select their perfect denim fit.

Digital Visual Merchandising Fixtures: Immediate access to entire collections and more color options than could fit in a store.

Mix & Match Screens: Inspire consumers by dressing a virtual model with their own creations.

TommyXYou: Inspiring consumers to express their own twist by personalizing products bought in-store.

Temporary Interactive Windows: Slot-machine-like game on a digital screen in store windows running during high traffic hours from September 8th to 19th. Prizes include: Two tickets to attend TOMMYNOW; a Bluetooth-connected beanie; free coffee at People's Place; free customization on items bought in-store; free tote bag to customize; and an exclusive bomber jacket.



LEED Certification: We are guided by a vision to drive innovation through sustainability practices, in order to increase operational efficiency while reducing environmental impact. The store has been designed to achieve LEED (Leadership in Energy and Environmental Design) Gold certification, incorporating measures to increase energy efficiency, reduce water consumption and divert waste from landfill, amongst others.



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