

TOMMY HILFIGER SPRING 2015 WOMEN'S COLLECTION

MUSIC FESTIVAL MUSE

NEW YORK, NEW YORK (September 8, 2014) – With the music festival girl as his muse, Tommy Hilfiger channels his longtime love of rock-and-roll for his Spring 2015 collection. The look is a glamorous riff on the vintage rock style of his favorite iconic musicians of the late '60s and early '70s. Inspired by the heyday of rock's golden era, his collection takes an updated cue from the free-spirited festival girls of today, channeling their youthful energy and effortless cool.

The collection features Tommy's signature color palette, given an edgy remix in deep, moody hues with metallic pops. Embellished concert tees, eclectic vintage buttons, and brocade taping on band jackets, pea coats, and flared trousers evoke a nostalgic King's Road attitude. Sixties-era military tailoring is seen throughout the collection as a nod to theatrical Sgt. Pepper style. Familiar Tommy classics get a rocker twist – the breton striped t-shirt is finished with gold bullion trim and done in an airy silk jersey, and jeans and jean jackets inspired by his '70s archival pieces are reinterpreted in a patchwork of selvedge denim. A series of translucent washed silk chiffon dresses printed with playful tattoo graphics, commissioned by Fernando Lions, are a nod to the freewheeling psychedelic album art of the era. A spray of constellations punctuate the collection via suede skirts and dresses in classic A-line shapes, mirroring the models' hand-painted star tattoo body art. Easy layering pieces bring a laid-back cool to the look: extra-long knit scarves, striped mesh sweaters, and lightweight faux fur vests pair effortlessly with ankle-grazing dresses. Tommy's timeless silhouettes and sharp tailoring are infused with a spirited vibe that is distinctly rock-and-roll – it is the intersection of the two lifelong passions that are Tommy's greatest inspiration.

Sons & Daughters Of...

Georgia May Jagger, daughter of Rolling Stones front man Mick Jagger, opened Tommy's Spring 2015 runway show in the first look from the designer's latest collection. Ella Richards, granddaughter of Rolling Stones guitarist Keith Richards, also joined the cast for Tommy's Spring 2015 show.

Sitting front row, the daughters of iconic rock stars including Alexandra Richards, Amber Le Bon, Tali Lennox, and Tennessee Thomas watched Tommy's Spring 2015 show. Rock royalty, the front row celebrates the modern day music muse and gives nod to Tommy's longstanding love and personal history with rock-and-roll.

Tara Ferry, son of singer and songwriter Brian Ferry, played the drums during the show alongside Steve Hash, musician and New York-based creative director.

Alexandra Richards is the daughter of legendary Rolling Stones guitarist Keith Richards.

Tali Lennox is the daughter of Annie Lennox, star of the Eurythmics.

Amber Le Bon is the daughter of Simon Le Bon, lead singer of Duran Duran.

Tennessee Thomas is the daughter of Pete Thomas, Elvis Costello's drummer.

Dressing Notes – All Wearing Tommy Hilfiger

Georgia May Jagger walked the runway in Look #1 and Look #35 from Tommy's Spring 2015 collection

Ella Richards walked the runway in Look #18 from Tommy's Spring 2015 collection

Alexandra Richards wore a Fall 2014 silk long sleeve blouse and mini skirt

Amber Le Bon wore a Fall 2014 long sleeve printed blouse and leather pants

Tali Lennox wore a Fall 2014 bandana print short sleeve top and wide leg pants with navy suede wedges

Tennessee Thomas wore a Fall 2014 red silk printed mini kilt skirt, navy silk blouse and navy single breasted blazer

Alexa Chung wore a Spring 2015 shorts and silk blouse.

Chelsea Leyland wore a Fall 2014 red plaid skirt and white button down sleeveless blouse

Kyleigh Kuhn wore a Fall 2014 navy velvet mini skirt and white button down blouse with lace up heeled hiking boots

Kate Foley wore a Fall 2014 olive and white silk rope print shirt dress

Byrdie Bell wore a Fall 2014 mini kilt and white silk polo with green bomber

Kendall Jenner walked the runway in Look #22 and Look #54 from Tommy's Spring 2015 collection

Digital Initiatives

Tommy Hilfiger hosted an eclectic group of digital influencers from different fields and areas of expertise outside of the fashion industry – ranging from architecture and travel to dance and art – to document the unique experience of viewing a fashion show for the first time. Participants in the program included Aymarie Gaertner, Vine artist and talented dancer; Micaël Reynaud, Award winning GIF artist; Justina Blakeney, Stylist and artist; Murad Osmanov and Natalia Zakharova, Photographers, partners and world travelers; and Nicanor Garcia, Teacher & photographer, known for his architectural images.

Tommy Hilfiger handed over the reins to its Instagram account to English model, style icon and TV presenter, Alexa Chung. Alexa documented and shared her perspective before, during and after the Tommy Hilfiger runway show, bringing a unique point of view to Tommy's Instagram account and opening up #TommySpring15 to an even wider global audience.

Tommy Hilfiger turned to Vine and Twitter to provide in-the-moment access to the runway show via a backstage Vine Booth. Models, VIPs and bloggers created bespoke 360 Vines for their social media followers and fans.

Instagram: @TommyHilfiger

Twitter: @TommyHilfiger

Facebook: Tommy Hilfiger

#TommySpring15

Date: Monday, September 8, 2014, 11:00am EST

Location: Park Avenue Armory

Photo & Video: <http://runwaynewsroom.tommy.com/Spring-2015-Women/-Photos/-Runway-Images>

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About The Tommy Hilfiger Group

With a premium lifestyle brand portfolio that includes *Tommy Hilfiger* and *Hilfiger Denim*, the Tommy Hilfiger Group is one of the world's most recognized designer apparel groups. Its focus is designing and marketing high-quality menswear, womenswear, children's apparel and denim collections. Through select licensees, the Group offers complementary lifestyle products such as sportswear for men, women, juniors and children; footwear; athletic apparel (golf, swim and sailing); bodywear (underwear, robes and sleepwear); eyewear; sunwear; watches; handbags; men's tailored clothing; men's dress furnishings; socks; small leather goods; fragrances; home and bedding products; bathroom accessories; and luggage.

The *Hilfiger Denim* product line consists of jeanswear and footwear for men, women and children; bags; accessories; eyewear and fragrance. Merchandise under the *Tommy Hilfiger* brands is available to consumers worldwide through an extensive network of *Tommy Hilfiger* retail stores, leading specialty and department stores and other select retailers and retail channels.

About PVH

PVH Corp., one of the world's largest apparel companies, owns and markets the iconic *Calvin Klein* and *Tommy Hilfiger* brands worldwide. It is the world's largest shirt and neckwear company and markets a variety of goods under its own brands, *Van Heusen*, *Calvin Klein*, *Tommy Hilfiger*, *IZOD*, *ARROW*, *Warner's* and *Olga*, and its licensed brands, including *Speedo*, *Geoffrey Beene*, *Kenneth Cole New York*, *Kenneth Cole Reaction*, *MICHAEL Michael Kors*, *Sean John*, *Chaps*, *Donald J. Trump Signature Collection*, *DKNY*, *Ike Behar* and *John Varvatos*.