



**FALL 2015
WOMEN'S RUNWAY
SHOW**

#TOMMYFALL15
HILFIGER COLLECTION



#TOMMYFALL15

Tommy Hilfiger embraces the evolving roles of technology and social media to spark dynamic, engaging, multidimensional conversations about fashion while democratizing the show and making it accessible to a global audience.

For Fall 2015, Tommy Hilfiger is building upon its approachable and inclusive brand DNA by integrating new digital programs that will further open New York Fashion Week to consumers, media, bloggers and influencers around the world – whether you're at the show or following from afar.



“

LET'S

GO!

”

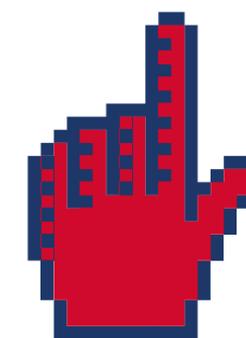




Tommy Hilfiger

**GET IT NOW!
FROM THE CATWALK
TO YOUR WARDROBE**

00:04



STRAIGHT FROM THE RUNWAY

As a tribute to the brand's 30th anniversary, two limited-edition styles that premiere on the runway will be instantly available to purchase on tommy.com.

The commemorative *Hilfiger Collection* designs include a varsity-inspired faux fur V-neck sweater in burgundy or oyster gray, and a zip-top oversized leather clutch in five colors; both styles are emblazoned with the number of the brand's milestone birthday.

Fancy a sneak peek at the exclusive designs? Before the show kicks off, Tommy Hilfiger's social media channels will be sharing snapshots of models wearing the anniversary looks at the pre-show backstage rally.

00:05

THE TWITTER MIRROR

Continuing Tommy Hilfiger's tradition of fashion week collaborations with social media innovators, the 30th anniversary sweater and oversized clutch will debut on the *Tommy Hilfiger* Twitter stream – seconds before stepping onto the runway – using the popular Twitter Mirror. The only brand to host the Twitter Mirror backstage at New York Fashion Week, the partnership provides an exclusive preview of key looks in Tommy Hilfiger's Fall 2015 runway collection. The Twitter Mirror is a software application that allows the user to take a "selfie," edit it with personalized creative content and share the image globally via Tommy Hilfiger's Twitter feed, @TommyHilfiger.

The Twitter Mirror partnership builds upon the popularity and success of past collaborations with Twitter, including the Vine Booth, which was backstage at the brand's Spring 2015 fashion show and generated widely-viewed video posts – including those from Kendall Jenner, Georgia May Jagger and Alexa Chung – which earned over 41 million impressions across Twitter. Models, VIPs and bloggers will be using the Twitter Mirror to capture their own bespoke images backstage, providing an exclusive, real-time peek into the action behind-the-scenes at one of New York Fashion Week's biggest shows.

00:06



Duggal Visual Solutions

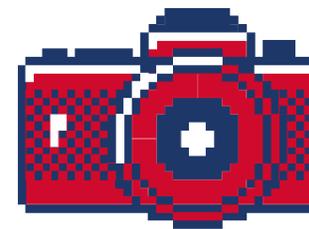
SOCIAL MEDIA PARTNERSHIPS

00:07



NYC'S STYLE COUPLE TAKES OVER

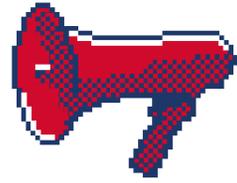
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INSTAGRAM TAKEOVER

On show day, Tommy Hilfiger will hand over the reins of its Instagram account to New York's trend-setting style couple, Olivia Palermo and Johannes Huebl. Globally renowned for their covetable wardrobes and iconic street style, Olivia and Johannes will document and share their perspectives before, during and after the show – from a backstage glimpse at models, the set design and VIP guests, to front-row coverage of all the season's best looks. Live from the Park Avenue Armory, Olivia and Johannes will bring their unique points of view to Tommy's Instagram account and open #TommyFall15 to an even wider global audience.

00:09



FASHION FIRST TIMERS

Our First Timers program returns this season with a new group of digital influencers who will attend a fashion show for the first time, bringing a new perspective and diverse points of view to the runway experience. Originally introduced for Spring 2015, the program invites influencers from areas of expertise outside of the fashion industry to document their experiences at their first-ever fashion show. With content appearing on blogs, social feeds and *tommy.com*, the initiative allows followers to view the fashion industry from a revealing new perspective.

For Fall 2015, Tommy Hilfiger is teaming up with social media savants from YouTube, Instagram and Twitter, including:

- Vlogger and filmmaker Charlie McDonnell
- Instagram and Tumblr photographer Bryant Eslava

This unique coverage – seen through the perspectives of individuals new to the runway show – supports Tommy Hilfiger's commitment to opening the runway show environment experience, making the event more democratic and giving a wider global audience unprecedented in-the-moment access.

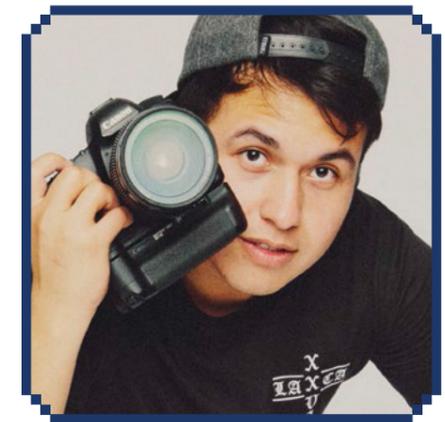


A FRESH MULTIDIMENSIONAL PERSPECTIVE



CHARLIE MCDONNELL
LONDON, UK

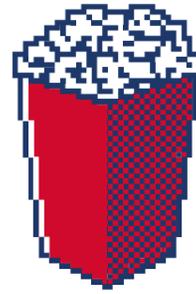
YouTube vlogger and filmmaker who's known for heading out of his comfort zone to bring his quirky perspective and sense of humor to his global audience.



BRYANT ESLAVA
**LOS ANGELES AND
NEW YORK, USA**

After receiving his first camera at just 16 years old, he's become a self-taught photographer and phenomenon on both Instagram and Tumblr.





LIVE STREAM AND THE CONVERSATION

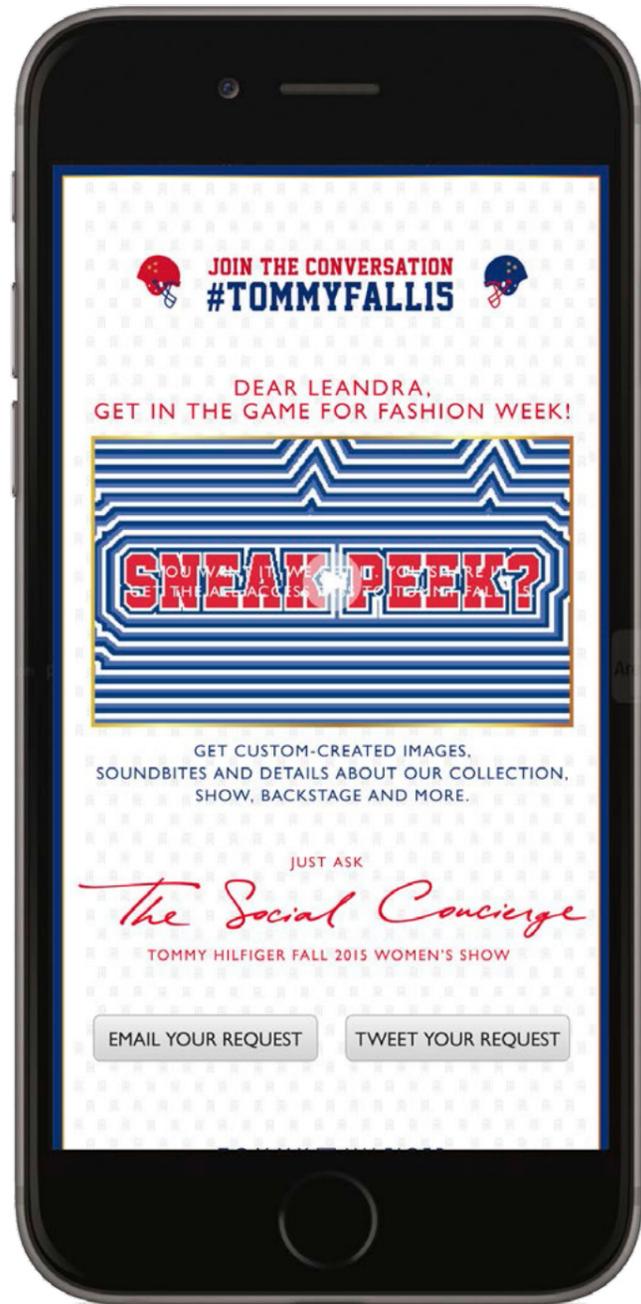
The Tommy Hilfiger Fall 2015 runway show can be viewed in real time through video, imagery and The Conversation – a live social media feed – on *tommy.com*. Viewers worldwide can watch the show on any device using enhanced audio and visual displays, streaming live from the historic Park Avenue Armory in New York City. They will see real-time social media reactions from models, industry influencers, friends of the brand and Tommy Hilfiger himself. All guests and viewers can join The Conversation over Instagram and Twitter using #TommyFall15.

Creating a truly democratic voice for the show and sharing hundreds of different perspectives from the event, The Conversation echoes real-time social commentary by digital influencers and sparks a conversation with our global audience through a variety of digital platforms. Broadening accessibility to the show, viewers can also tune in to the live stream through one of the more than 100 media partners syndicating the live stream around the world.



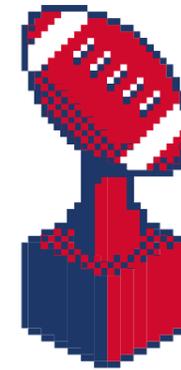
“
**GO
TEAM!**”

**GLOBAL ACCESS TO
#TOMMYFALL15**



**BESPOKE ASSETS
DELIVERED UPON
REQUEST**

009 14



SOCIAL CONCIERGE

Tommy Hilfiger's pioneering one-of-a-kind Social Concierge program will return for Fall 2015 and continue to deliver personalized assets to media, fashion influencers and consumers – both at the show and viewing via live stream. A dedicated Social Concierge team works on site at The Park Avenue Armory and remotely to capture bespoke imagery and assets that provide immediate and customized access to Tommy Hilfiger's seasonal collection and runway show. These assets, which may range from detail shots of a favorite accessory to a personal handwritten message from a model, are delivered within minutes of being requested.

The brand was the first to introduce the Social Concierge concept in Fall 2013, and the program has been enhanced each subsequent season to accelerate the speed of the service, and cater to an even wider audience of global media, influencers and consumers.

009 15



RUNWAY NEWSROOM

The Runway Newsroom provides immediate, global access to all Tommy Hilfiger collection-related press material from current and past seasons. The centralized portal streamlines the distribution of a wide range of assets made available during Tommy's final bow – before the audience has even left their seats. The responsive mobile design, integrated social sharing tools and additional asset materials give unprecedented in-the-moment access to show guests and the brand's global audience.



ASSETS MADE IMMEDIATELY AVAILABLE INCLUDE

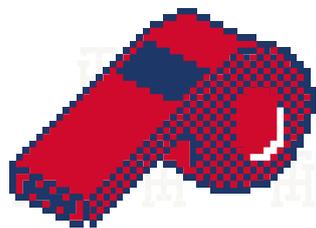
- Press releases and the collection statement in 13 languages
- Quotes from Tommy
- Short films
- Images from throughout the event
- The run of show
- Inspiration materials
- Music track lists
- Set design details
- Video b-roll package
- VIP dressing details



IMMEDIATE ACCESS AND ASSETS



TOUCH DOWN.



TOMMY  HILFIGER