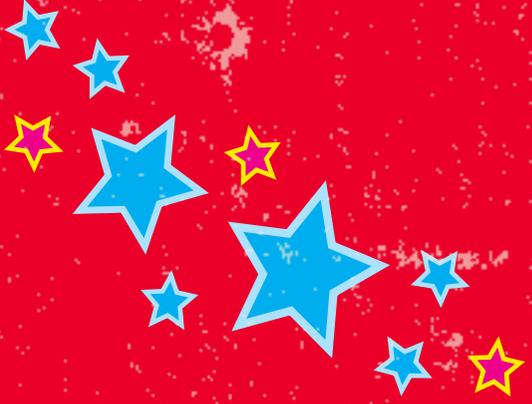




HILFIGER COLLECTION
SPRING 2015 WOMEN'S RUNWAY SHOW



#TOMMYSRING15



DIGITAL PRESS KIT



A cluster of decorative stars in the top-left corner, featuring several large light blue stars and several smaller yellow stars with blue outlines.

Making the Tommy Hilfiger Spring 2015 fashion show more accessible to a global audience, the brand's Spring 2015 digital initiatives embrace the evolving role that digital strategy and social media play in the industry today. This season, Tommy Hilfiger continues the trend of integrating digital initiatives into the runway show, engaging everyone – from consumers to influencers to media in a dynamic multidimensional conversation about fashion.

A cluster of decorative stars in the bottom-right corner, featuring several large light blue stars and several smaller yellow stars with blue outlines.

FIRST TIMERS

A FRESH, MULTIDIMENSIONAL PERSPECTIVE



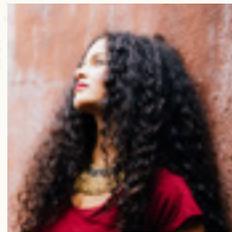
MUSIC

*Aymarie Gaertner,
Vine artist and
talented dancer*



ARTS

*Micaël Reynaud,
Award winning
GIF artist*



FLORAL

*Justina Blakeney,
Stylist and artist*



TRAVEL

*Murad Osmanov and
Natalia Zakharova,
Photographers, partners
and world travelers*



ARCHITECTURE

*Nicanor Garcia,
Teacher & photographer,
known for his
architectural images*

“Each season we strive to develop digital programs that engage new audiences,” said Avery Baker, Chief Marketing Officer of the Tommy Hilfiger Group. “By introducing our First-Timers program, our runway show is becoming an increasingly democratic experience, answering our consumers’ demands for immediate access and original information.”

This season, Tommy Hilfiger is bringing together a diverse group of digital influencers from outside the fashion industry to participate in the debut of the First-Timers program, hosted onsite at the Park Avenue Armory. First-Timers will bring together an eclectic group of digital influencers from different fields and areas of expertise outside of the fashion industry, to document the unique experience of viewing a fashion show for the first time. Bringing a fresh perspective and diverse points of view to their coverage, the First-Timers will each focus on a different element of the show experience that combines their personal area of expertise with the world of fashion. The influencers will explore and record their visual experience of the Tommy Hilfiger runway show, allowing

followers to view the fashion industry from a revealing new perspective. The influencers’ bespoke footage will be shared via their blogs and social feeds, amplified over the brand’s social channels, and aggregated through “The Conversation” – a live social media feed running on tommy.com and featured in real-time on LED screens backstage at the runway show.

This recreation of the show – as seen through the perspectives of digital influencers new to the fashion space – supports Tommy Hilfiger’s commitment to opening up the runway show experience, making the event more democratic and giving a wider global audience unprecedented in-the-moment access.

INSTAGRAM TAKEOVER

THE PEOPLE AND THE STYLE



On show day, Tommy Hilfiger will hand over the reins to its Instagram account to English model, style icon and TV presenter, Alexa Chung. Alexa will document and share 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.

Glimpse behind the scenes for updates directly from the Park Avenue Armory, including everything from sneak peeks of the key accessories and models getting ready for the runway, guests at the show and Tommy making last minute tweaks to the collection – all from Alexa's unique, humorous point of view.

BACKSTAGE VINE BOOTH

BESPOKE 360° VIDEOS



New for Spring 2015, Tommy Hilfiger is turning to Vine and Twitter to provide in-the-moment, backstage access to its runway show. Models, VIPs and bloggers will create bespoke 360° Vines for their social-media followers and fans.

Whether you're at the event or following along from afar, these Vine and Twitter creations will give you a sneak peek behind the scenes at one of New York's biggest fashion shows.

SOCIAL CONCIERGE

A TAILORED EXPERIENCE

The Tommy Hilfiger Social Concierge personalizes and customizes the way media, fashion influencers and consumers experience the Tommy Hilfiger Spring 2015 runway show. A dedicated team works both on the ground and operates remotely to capture bespoke assets – delivered upon request – that provide immediate and customized access to Tommy Hilfiger’s seasonal collection and runway show. The brand was the first to introduce the Social Concierge concept in September 2013, and the program was enhanced again in February 2014, to cater to real-time asset requests made by a wider range of media, influencers and consumers both at the show and those viewing via live stream. Within minutes, the Tommy Hilfiger concierge team delivers bespoke imagery, ranging from detail shots of a favorite accessory to personal handwritten messages from our models.



LIVE STREAM & THE CONVERSATION

GLOBAL ACCESS



“We have a global audience engaging in one conversation.” – Tommy Hilfiger

Around the world, the Tommy Hilfiger Spring 2015 runway show can be viewed instantly through video, imagery and The Conversation – a live social media feed – on tommy.com. Viewers can watch the show on any device using enhanced audio and visual displays, streaming live from the show space at the historic Park Avenue Armory. They will see real-time social media reactions from models, industry influencers, fans of the brand and Tommy Hilfiger himself. All guests and viewers can join The Conversation over Instagram and Twitter using the dedicated hashtag [#tommyspring15](https://twitter.com/tommyspring15). Creating a truly democratic voice for the show and sharing hundreds of different perspectives from the event, the live

stream and The Conversation echo real-time social commentary by digital influencers, and sparks a conversation with our global audience over a variety of digital platforms.

This season, Tommy Hilfiger will also host its live stream embedded through its Twitter feed, with just one-click and no redirect, making the show even more accessible to fans and followers of the brand. Broadening global 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.

RUNWAY NEWSROOM

IMMEDIATE ACCESS & ASSETS



The Runway Newsroom provides immediate, global access to all Tommy Hilfiger collection-related press materials, both current season and past. The centralized portal streamlines distribution to the industry with 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:

- Video of the full runway show
- Press releases in seven languages
- Quotes from Tommy
- Series of short films
- The run of show
- Inspiration materials
- Music track lists
- Set design details
- Video b-roll package
- VIP dressing details

TOMMY HILFIGER'S SOCIAL MEDIA ROLE

A LOOK INSIDE THE BRAND



TWITTER MR. TOMMY HILFIGER SHARES HIS POINT OF VIEW

Experience the show through the eyes of the Principal Designer, as Tommy shares unique insight into his inspirations and preparations for New York Fashion Week.

This season, Tommy Hilfiger will host his fashion show live stream directly through the brand's Twitter feed – with just one click!

As an additional layer, 360° Vine videos of models and guests backstage, and exclusive previews of looks before they hit the runway will be shared through the brand's Twitter feed.



FACEBOOK NEW YORK FASHION WEEK CENTRAL

Find everything that's happening before, during and after the show, and submit original photo requests through the Social Concierge.



INSTAGRAM THE PEOPLE & THE STYLE

This season, the Tommy Hilfiger brand is continuing to embrace the integration of social media into the runway show by opening its Instagram to an even wider global audience – from consumers to influencers to media – and sharing a fresh point of view from one of New York's biggest fashion shows.

On show day, Tommy Hilfiger will hand over the reins to its Instagram account to English model, style icon and TV presenter, Alexa Chung who will document her unique perspective from show.



PINTEREST PIN YOUR FAVORITES

Curate and pin your favorite looks from our TommySpring15 Pinterest board, and see what inspired the collection this season.



#TOMMYSRING15

