



# TOMMYLAND

SPRING 2017

## Tommy Hilfiger

**Women's Runway Show**

Featuring

**#TommyxGigi**



**Spring 2017 TOMMYNOW**, the brand's second in-season fashion show, took place on Wednesday, February 8th, 2017 at **"TOMMYLAND"** in Venice Beach, Los Angeles. Celebrating the fusion of fashion with California-inspired music, art and creativity, **"TOMMYLAND"** is the ultimate West Coast fashion festival, set against the iconic backdrop of the Venice Beach sunset.

Continuing Tommy Hilfiger's leadership in the "See Now, Buy Now" runway model, all looks from the Spring 2017 show, including the second *TommyXGigi* collection designed in collaboration with Gigi Hadid, are instantly available to purchase across all sales channels in more than 70 countries around the world. From traditional retail, wholesale and e-commerce to innovations in Artificial Intelligence powered chat bots and image recognition search, TOMMYNOW creates a seamless ecosystem of immediately shoppable channels that convert visibility into commerce and fuse fashion and entertainment.

"TOMMYNOW is an incubator for innovation and disruptive technologies," said Tommy Hilfiger. "Our leadership in democratizing the runway and pioneering instant gratification runway shows has driven our passion for finding new ways to engage, involve and empower consumers to take part in these experiences. For February, we are pushing the boundaries even further to connect with our global consumers in a personalized way that reflects how they live and shop today."

**Innovation** is at the heart of everything we do. **TOMMYNOW** demonstrates this passion, revealing disruptive new digital technologies designed to enhance the consumer experience, both online and offline. In an age of newness, it's more important than ever to evolve. We want to be industry pioneers, willing to test new ways of bridging experiences with conversion.

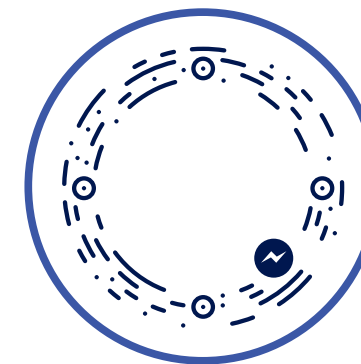
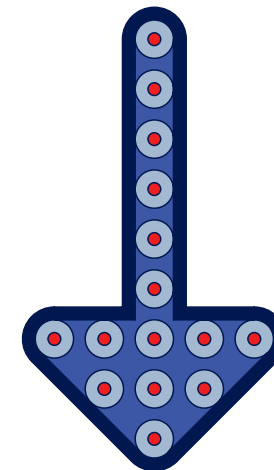
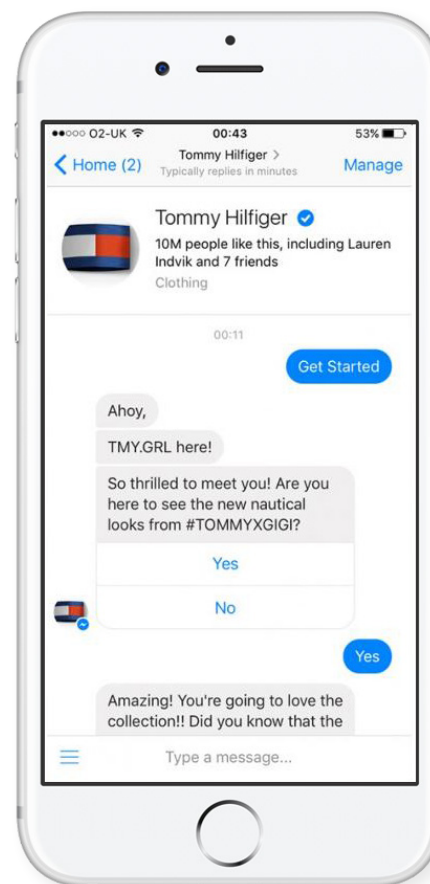
**Tommy Hilfiger**

# TMY.GRL 2.0

**TMY.GRL** launched in September 2016 as the **first Artificial Intelligence (A.I.)** conversational commerce bot for Facebook Messenger.

With over 120,000 messages exchanged and more than 87% of consumers returning for multiple conversations, TMY.GRL creates a concierge-style shopping experience capable of delivering personalized service to every consumer around the world. TMY.GRL demonstrated an unprecedented engagement rate that saw consumers interacting with the brand in new ways.

For February 2017, TMY.GRL has evolved into an A.I. powered virtual stylist, making the consumer journey even more personalized with product suggestions based on consumers' personal style and the event occasion they are searching for. TMY.GRL's styling tips will grow smarter over time using artificial intelligence to make conversations and product suggestions even more effective.



# Snap:Shop

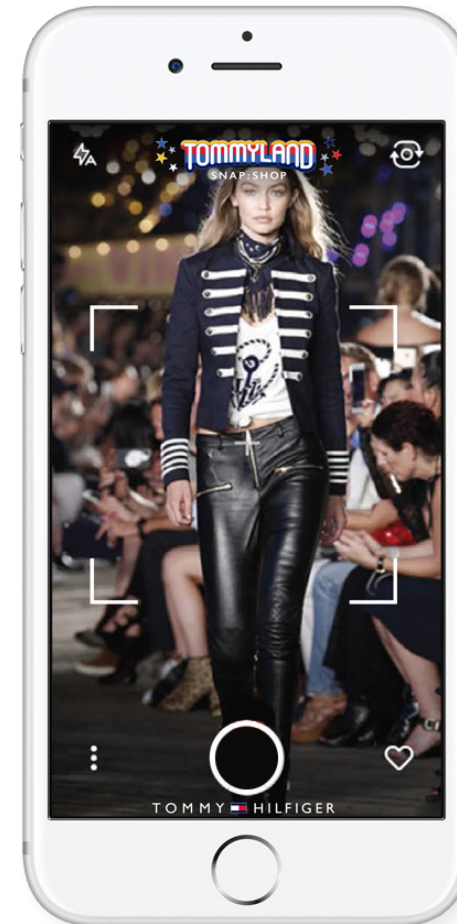
For February, Tommy Hilfiger becomes the first brand to launch **3D image recognition** commerce on the runway, introducing a seamless and instant way to shop the **TOMMYNOW** runway.

Consumers can use the custom branded TOMMYLAND SNAP:SHOP app designed in partnership with top visual search technology developer, Slyce, to shop from photos of 3D moving images, such as models walking the runway or product in store, or 2D images such as ad placements and editorial shots.

With rapid increases in image search queries and over three billion photos shared on mobile apps every day, image recognition commerce has incredible potential to change how consumers search and shop for the looks they love.

**The TOMMYLAND SNAP:SHOP app works seamlessly:**

- Download the app from the iTunes App Store or Google Play for Android
- Open app to start camera view
- Take pictures of models on the runway, product in store, ad campaigns or editorials
- Select an image to generate a list of all identified product featured in the image
- Click on items to purchase instantly through [tommy.com](http://tommy.com)
- Can also upload & shop from images in their photos



# Shoppable Livestream

**TOMMYNOW** is the ultimate expression of the “See Now, Buy Now” model, and to deliver on our brand’s promise for instant gratification commerce for consumers around the world, *Tommy Hilfiger* once again launched a shoppable live stream.

Consumers globally can purchase the styles from the Spring '17 *Hilfiger Collection* and the Spring '17 *TommyXGigi* collection, the moment they hit the runway, via real time footage of the show, broadcast on *tommy.com*, via Facebook Live and on more than 190 media partner websites.

As each look premieres, a “Save this Look” button allows the user to add it to their wishlist throughout the entire show

uninterrupted, or pause to purchase their favorites instantly through *tommy.com*.

Following the show’s first live stream on February 8, the post show OnDemand video introduced commentary from global style influencers who curated their favorite looks in exclusive segments that bring their unique perspective to consumers shopping the show.

# Social Commerce

Consumers are able to shop the *Tommy Hilfiger* Spring '17 collections through Instagram, Snapchat, Twitter, Facebook and Pinterest. A “**click-to-buy**” function appears for all content captured live or distributed post-event.

On Instagram, a link in the @TommyHilfiger bio will lead consumers to a browser pop-up that mimics an Instagram feed. Click an image to see a breakdown of styles in each look, and select to purchase through *tommy.com*.

Using Snapchat's 3V ad format, viewers can swipe up to view an in-app shoppable web page.

On Facebook, Twitter and Pinterest all posts will be shoppable via click through to *tommy.com*.



# Our Social Media Channels

## Instagram + Stories + Live

At just over 3.5 million followers, the @TommyHilfiger Instagram channel is an expression of our latest collections, collaborations, and celebrity street style moments. Through Instagram Stories & Instagram Live, fans now have access to exclusive, on-the-scene coverage from events & shoots, including VIP & backstage interviews, sneak-peaks, and takeovers by our favorite influencers & ambassadors. Since the launch of TOMMYNOW in Fall 2016, the @TommyHilfiger feed is fully shoppable for those must-have pieces on the spot. This season, Danielle Bernstein from We Wore What takes over our Instagram Live feed, while Instagram Stories are alive with quick-fire interviews and behind-the-scenes moments from TOMMYLAND throughout the day.

## Facebook + Messenger

Facebook is the perfect space to explore fresh campaign launches, local promotions, brand news and event information. This season TMY.GRL, our A.I.-powered, conversational commerce chatbot, evolves into a Virtual Stylist. In addition to having unprecedented access to collection details, event highlights and exclusive content, users can now ask for personalized style suggestions and shop the looks straight from Messenger. 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. Pinterest is where we share every piece from our *Tommy Hilfiger* collections. For *TommyXGigi*, we post dedicated 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 our world. This season, Jasmine Sanders a.k.a @golden\_barbie (Instagram) or YouAintGolden (Snapchat) takes over the *Tommy Hilfiger* Snapchat account to share her take on the TOMMYNOW event. TOMMYLAND is also targeted with branded filters and frames for guests and locals to share personalized fashion festival moments.

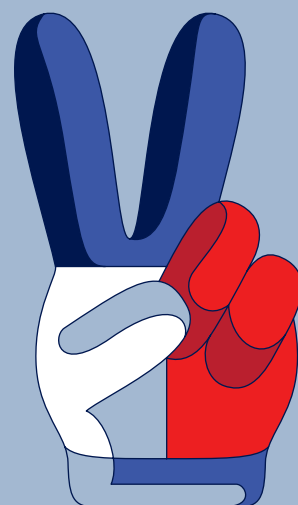
## Twitter

Non-stop and up-to-date, the *Tommy Hilfiger* Twitter account serves up 1.25 million fans with constant inspiration. Whether collection-focused or event-related, there is no better space to see who we're working with and what we're up to.

## YouTube

The premier stop for all *Tommy Hilfiger* video content, including campaign stories, event highlights, and influencer collaborations.





**#TommyxGigi**