

# DIGITAL SHOWROOM

The most innovative way to  
browse and shop our collections

TOMMY  HILFIGER



# CONTENT

MARTIJN HAGMAN FOREWORD	03
PRESS RELEASE	04
DIGITAL SHOWROOM TECHNOLOGIES	05
VIDEO	06
REVIEWS FROM GLOBAL WHOLESALE PARTNERS AND RETAIL & SALES TEAMS	07
DIGITAL SHOWROOMS WORLDWIDE	08
DIGITAL SHOWROOM IN NUMBERS	09
DID YOU KNOW THAT...	10
MARTIJN HAGMAN BIOGRAPHY	12
TOMMY HILFIGER BIOGRAPHY	13
TOMMY HILFIGER COMPANY OVERVIEW	14
PRESS CONTACTS	16

# MARTIJN HAGMAN

## FOREWORD



**By harnessing the power of innovation, we are driving forward our mission to create fashion that Wastes Nothing and Welcomes All.**

The 2015 launch of our Digital Showroom in Amsterdam, the Netherlands marked a milestone in our journey to fully modernize our end-to-end value chain. By embracing top technology to grow our Digital Showroom presence around the world, we are continually becoming faster, more agile and most importantly: more sustainable.

The original Digital Showroom demonstrated our pioneering spirit and established a new industry benchmark for selling. We had a vision to revolutionize the traditional showroom setup to optimize the efficiency of the buying experience for our wholesale partners, and to make the entire process far more sustainable. We collaborated with our customers throughout the entire development process, adjusting features based on their feedback, continuously evolving the system to meet their needs and finding every opportunity to reduce waste.

Today, the Digital Showroom has been rolled-out across 31 cities, with 40 theaters with 229 workstations now in place around the world. Today, we are immersing hundreds of customers globally into our world, sharing our brand heritage and our seasonal inspirations at the click of a button. We are bringing greater ease to creating, editing, strengthening and perfecting unique assortments for every customer. And no matter what corner of the world they are buying from, our Virtual Showroom feature allows for remote use of the Digital Showroom with

their regular sales representative. The Digital Showroom's success has proved itself as the way forward. This is the future.

The Digital Showroom continues to support our ongoing sustainability mission, reducing the need for sample production and diminishing the ecological impacts of shipping. Since its launch, we have surpassed our ambitious target to cut samples by 80% at our flagship Digital Showroom in Amsterdam, with similar improvements projected for all locations globally.

Fueled by these results, we continue to innovate Digital Showroom developments that seamlessly integrate into our ecosystem of interconnected tools, to enable a fully digital workflow. This includes taking the Digital Showroom concept even further by leveraging 3D design to replace product design and photography. Our entirely digital design process allows designers and consumers to express their creativity without harming the environment.

Our commitment to sustainability is stronger than ever, and through our innovative Digital Showroom, we know we can make it possible.

A handwritten signature in black ink that reads "Martijn".

Martijn Hagman  
CEO, Tommy Hilfiger Global and PVH Europe

# TOMMY HILFIGER EXPANDS GLOBAL ROLLOUT OF THE DIGITAL SHOWROOM

Since its initial launch in 2015, the Digital Showroom has expanded to 21 countries around the world and has continuously evolved to optimize the efficiency of the buying process for wholesale customers.

**Tommy Hilfiger is continuing the global rollout of its signature Digital Showroom. Since launching the Digital Showroom in Amsterdam, in January 2015 with key European wholesale partners, Tommy Hilfiger has expanded the concept across all regions. Today, there are 40 Digital Showroom theaters and 229 workstations across 31 locations including Hong Kong, Belgium, Denmark, Finland, France, Germany, Greece, Italy, Japan, Norway, Russia, Spain, Sweden, Switzerland, Turkey, the Netherlands, the United Kingdom and the United States, with new locations added globally every sales season.**

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“After decades going unchanged, we knew it was time to reimagine the traditional showroom buying experience,” said Martijn Hagman, CEO, Tommy Hilfiger Global and PVH Europe. “We saw a huge opportunity to improve the buying process for our wholesale customers, and in the process, managed to make it far more sustainable. Driven by our entrepreneurial spirit and passion for innovation, we continue to experiment by integrating augmented and virtual reality, 3D digital design, machine learning and artificial intelligence. Keeping sustainability front of mind, we are also cutting sample production and

reducing unnecessary travel through virtual attendance features. The potential is limitless, and our ever-evolving Digital Showroom is only the beginning.” The Digital Showroom revolutionizes the sales experience by offering customers a more engaging, efficient and seamless approach to buying. The product selection and ordering experience builds on the traditional sales approach, reimagined through a digitalized system that streamlines and simplifies the process. The interactive interface allows for in-depth discussions on styling, merchandising and deliveries that are tailored to each client.

“We have always been industry pioneers, and the Digital Showroom reflects our ability to evolve and adapt to new opportunities,” said Tommy Hilfiger. “It reflects our commitment to breaking conventions and keeping the consumer at the heart of our business – while always celebrating our brand DNA. By complementing traditional sales tools with multi-media brand content, the Digital Showroom immerses the customer in the complete *TOMMY HILFIGER* brand experience.”

Customers can view head-to-toe key looks on and off models at multiple angles, zoom in with incredible detail to see unique design features, and click on a garment for product specifics such as color offerings and size ranges. They can create and organize unique assortments for their stores and review their complete selection by delivery in one simple overview. Today, hundreds of customers worldwide can access over 140,000 collection images in one place, filtering by season, category, color or delivery at the touch of the screen.

The centerpiece of the Digital Showroom is an interactive half-meter by one-meter touchscreen table set in a sleek walnut frame, which connects to a four-meter-high wall-to-wall grid of ultra high-definition 4K screens. Customers can digitally see every item including *TOMMY HILFIGER*, *TOMMY JEANS*, footwear, accessories, underwear, and *HILFIGER COLLECTION*.

Tommy Hilfiger launched the first mobile Digital Showroom at Pitti Imagine Uomo in January 2017. The mobile version of the Digital Showroom is scalable for any location, and currently used at trade fairs and media days globally to provide access to the latest collections, current sell-in information and seasonal campaigns.

# DIGITAL SHOWROOM TECHNOLOGIES

We continue to innovate with cutting-edge technologies to expand functionalities and further elevate the experience.



## A.I.

An artificial intelligence-powered assistant will further personalize the wholesale buying experience through facial recognition, speech analysis, and voice feedback.

## 3D DESIGN & 3D DISPLAY

Incorporating 3D design into the Digital Showroom will allow sales teams to present using 3D digital samples, further enhancing the display of products, and reducing dependency on physical samples and photography.

## HOLOGRAMS

The hologram is currently used in the Digital Showroom to view products in virtual 3D and 360 degrees. Future interactive features will include gesture-based product selection and 3D digital designs meetings.



# REVIEWS FROM GLOBAL WHOLESALE PARTNERS AND RETAIL & SALES TEAMS

With the Digital Showroom, Tommy Hilfiger is showing us what the future of buying and selling will look like. It has made our buying experience so much easier, fun and less time-consuming.

**EL CORTE INGLÉS**  
WOMENSWEAR BUYER

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De Bijenkorf embraces digital initiatives and is excited to experience and utilize Tommy Hilfiger's Digital Showroom. It gives us access to an expanded world of content and allows us to interact with the collections in a way that's driving our business forward. As a wholesale partner of the brand, we're excited to see how the concept has completely enhanced the showroom experience.

**CHIEF MERCHANDISE OFFICER**  
DE BIJENKORF

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For many of our online customers the Digital Showroom is the perfect sales tool because customers can clearly see how each style will look online. If they love it in the Digital Showroom then they are confident that consumers will love it too.

**HANNAH SHARPEN – TOMMY HILFIGER**  
TOMMY HILFIGER KIDS, LONDON

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The Digital Showroom combines all aspects of selling: it starts with emotion, continues with transparency, comparability and efficiency, and ends with full customer and sales satisfaction.

**TOBIAS DUK – TOMMY HILFIGER**  
E-COMMERCE MANAGER MENSWEAR, TOMMY HILFIGER

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As an authentic pioneer, Tommy Hilfiger has overhauled the traditional approach to selling with the Digital Showroom. We no longer have to lay down samples as we can access these digitally, which saves us a lot of time when making decisions!

**EL CORTE INGLÉS**  
KIDS BUYERS

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We're excited to see how Tommy Hilfiger is embracing digital technology to further develop the fashion industry. The brand's cutting-edge Digital Showroom synergizes sales and technology to offer a seamless approach to selling. As a customer, we appreciate this innovative and engaging sales system that completely involves us in the experience. Tommy Hilfiger is on the forefront of digital integration and we look forward to seeing where this leads us as brand partners!

**VICE PRESIDENT, MEN, ZALANDO SE**  
ZALANDO

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# DIGITAL SHOWROOMS WORLDWIDE



## AMSTERDAM

**Launch:** January 2015

**Features:** 12 theaters and 37 workstations

**Key Fact:** Physical sample production has been reduced by over 80% at our Digital Showroom in Amsterdam, with similar reductions projected for all our locations globally.



## LONDON

**Launch:** June 2015

**Features:** 1 theater and 2 workstations,

**Key Fact:** 100% of consumers use the Digital Showroom for their orders.



## NEW YORK CITY

**Launch:** August 2016

**Features:** 1 theater and 2 workstations

**Key Fact:** This Digital Showroom features menswear, accessories, *TOMMY JEANS* and *HILFINGER COLLECTION*.



## HONG KONG

**Launch:** April 2016

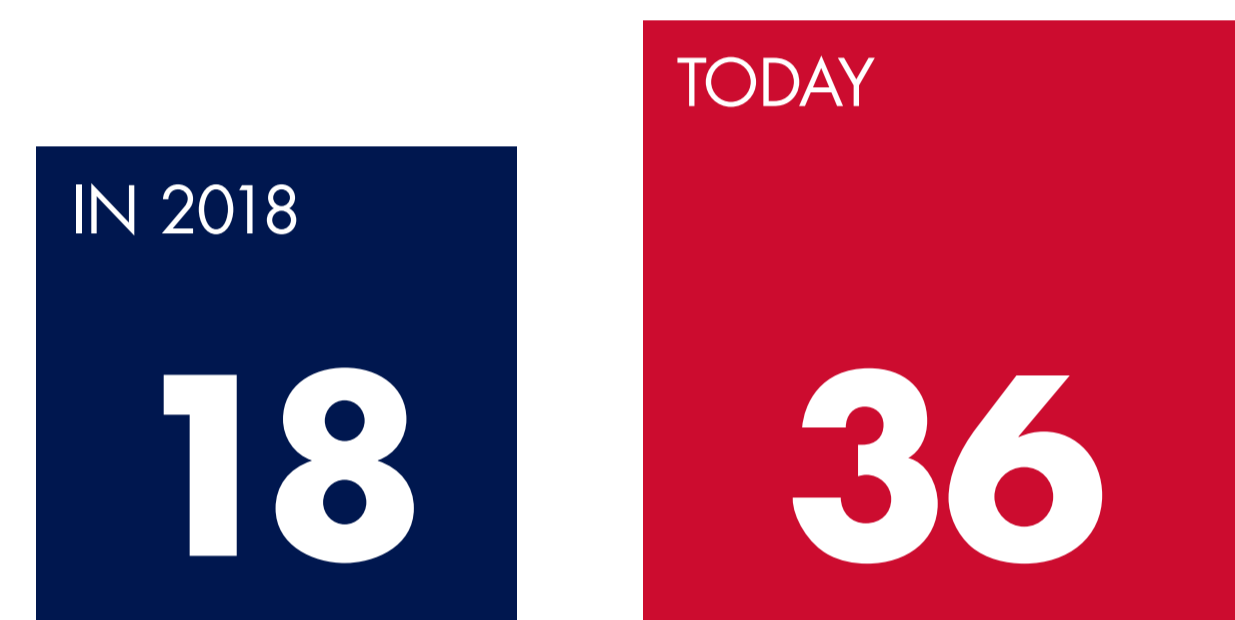
**Features:** 1 theater and 2 workstations

**Key Fact:** In the APAC region, China, India, Japan, Korea, and Taiwan have used the Digital Showroom to sell to local customers.

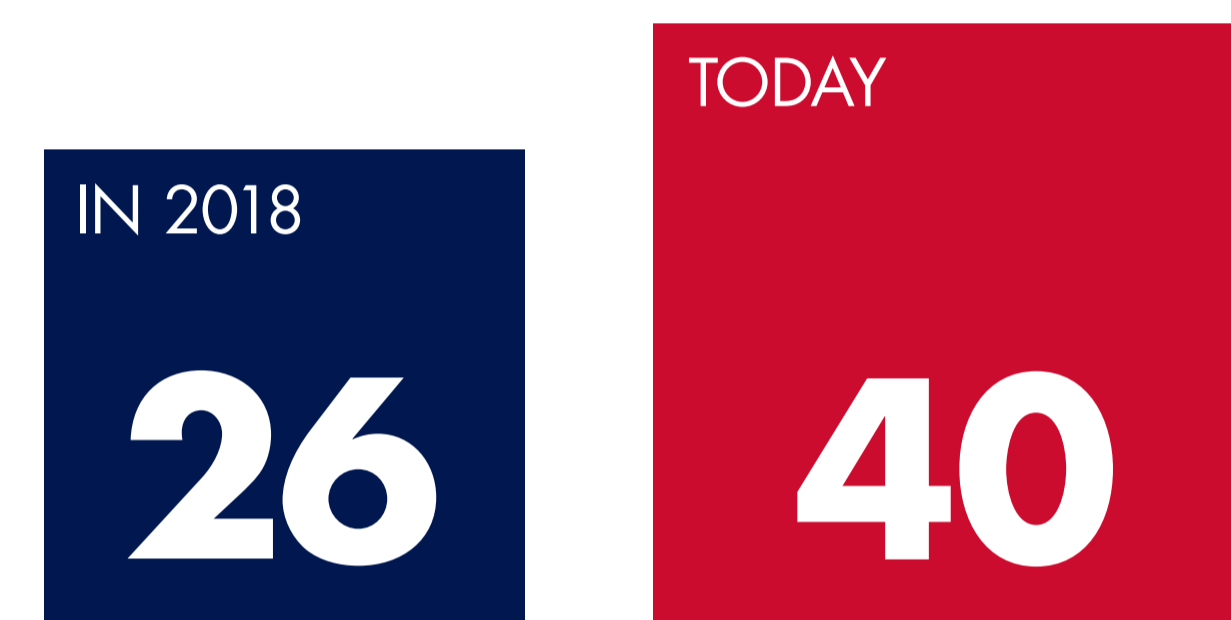


# DIGITAL SHOWROOM IN NUMBERS

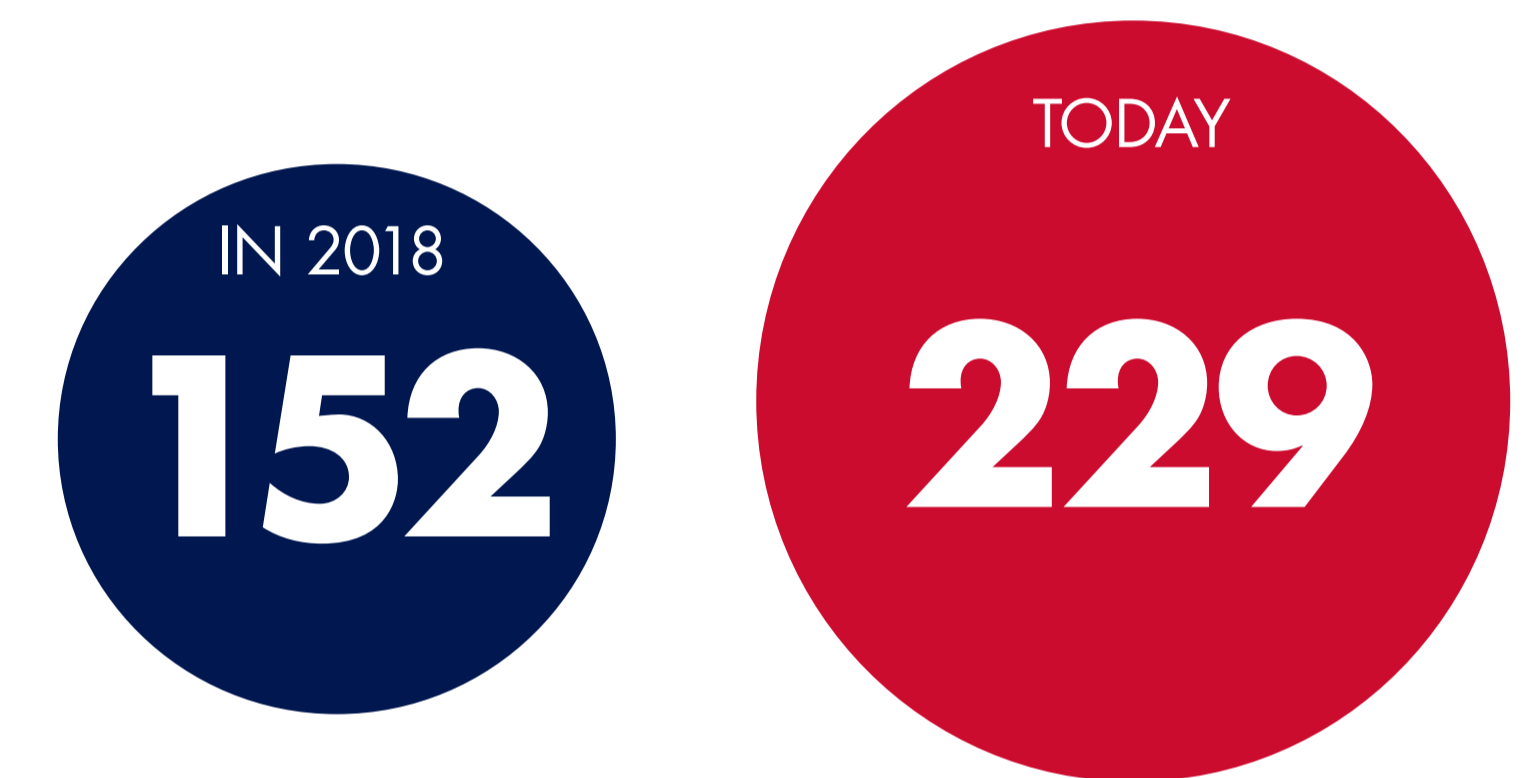
## SHOWROOM LOCATIONS



## THEATERS



## WORKSTATIONS



Product images added to the Digital Showroom in 2020.



Number of Spring 2021 *TOMMY HILFIGER* assets presented in 3D.

**1,888**

# DID YOU KNOW THAT...

**Tommy Hilfiger was the first brand in the fashion industry to create and launch the Digital Showroom concept.**



## **REDUCE**

The Digital Showroom in Amsterdam has significantly reduced the need for physical sample sets.



## **ANALYZE**

By providing a consistent flow of data on how buyers shop our collections, our analytics tool allows us to strengthen our offering.



## **TRAIN**

The Digital Showroom is also used by:

- Sales teams for training purposes.
- Retail teams to review assortments.
- Our e-commerce teams to review buys and plan content.



## **CUSTOMIZE**

A dedicated team works cross-functionally to develop new features and custom assets that address feedback received from customers.



## **ACROSS DIVISIONS**

The Digital Showroom allows buyers to work cross-divisionally, displaying products from different divisions in one assortment.



## **CATWALK**

A catwalk view of our key looks allows customers to gain a clearer understanding of measurement, fit, volume and fabric flow from multiple angles.



LONDON



AMSTERDAM



NEW YORK CITY



HONG KONG

# MARTIJN HAGMAN

## BIOGRAPHY

**Martijn Hagman is the Chief Executive Officer of Tommy Hilfiger Global and PVH Europe since June 2020. Throughout his 12 years with the company, Martijn has been instrumental in evolving into one of the world's most recognized premium lifestyle brands, and building PVH Europe's strong foundation as a multi-brand organization. Driven by a forward-thinking vision and consumer-centric mindset, Hagman is focused on further evolving digital business operations, modernizing the fashion value chain, progressing towards ambitious sustainability targets and circularity innovations, and sustaining healthy top and bottom-line growth.**

Since his earliest days with the company, Hagman has displayed true people-centric leadership by empowering teams to trust in themselves and nurturing the next generation of leaders. He brings people together over a united vision, shared values and to champion important causes. Hagman is recognized for understanding and championing diverse

backgrounds and points of view. He harnesses the power of diversity by encouraging collective thinking and boundary-breaking innovation. Hagman joined Tommy Hilfiger in 2008 as Group Controller and grew into various financial leadership roles within the company. Supported by his exceptional business and finance acumen, Hagman was appointed Chief Financial Officer, PVH Europe, in April 2013 and extended his financial oversight role to include Tommy Hilfiger's global operations in September 2014. He further adopted the role of Chief Operating Officer, PVH Europe, in November 2017.

Prior to joining Tommy Hilfiger, Martijn worked at Ernst & Young for 10 years within the International Audit practice, spending time in the Amsterdam and San Jose, California offices. Martijn graduated from the University of Amsterdam with a Master's in Business Economics in 1998. He is a Dutch Certified Auditor (RA) and has a CPA license with the California Board of Accountancy.

### **Martijn Hagman**



# TOMMY HILFIGER

## BIOGRAPHY



**Since launching his namesake brand in 1985, TOMMY HILFIGER has become globally renowned as the pioneer of classic American cool style, fusing East Coast classics with a laid-back West Coast twist. Inspired by iconic pop culture and Americana heritage, the designer and his brand are driven by an ever-optimistic vision to break conventions and celebrate individuality. Today, under Hilfiger's guidance, vision and leadership as Principal Designer, TOMMY HILFIGER is one of the world's most recognized lifestyle brands that shares its inclusive and youthful spirit with consumers worldwide.**

Hilfiger's career in fashion began as a high school student in 1969 when he opened his first store, People's Place, in his hometown of Elmira, New York. Ten years later, he moved to Manhattan to pursue a career in fashion design, and in 1985 his namesake brand launched with a single menswear collection. It has since grown to achieve over US \$9.2 billion in global retail sales in 2019 and, as a true lifestyle brand, encompasses a breadth of collections, including *HILFIGER COLLECTION*, *TOMMY HILFIGER TAILORED*, *TOMMY JEANS*, men's and women's sportswear, kidswear, and licensed lines including bodywear, footwear, accessories, watches, jewelry, and fragrances. In 2010, PVH Corp. acquired the Tommy Hilfiger Group, which today boasts an extensive distribution network spanning 100 countries and more than 2,000 *TOMMY HILFIGER* retail stores throughout five continents, including its largest global flagship store at *tommy.com*.

Hilfiger has a longstanding passion for philanthropy and, through the global TommyCares organization, the Tommy Hilfiger company

supports various international initiatives and charities including Save the Children, Autism Speaks and the World Wildlife Fund.

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Hilfiger's diverse achievements in business and fashion have earned him numerous distinguished awards including the CFDA's prestigious Geoffrey Beene Lifetime Achievement Award in 2012. Hilfiger's life and career has been chronicled in his memoir, *American Dreamer*, published on November 1, 2016. The memoir is a reflection of his experiences in the fashion industry from the last 30-plus years. Recounting his early childhood and formative years, it explores the setbacks, triumphs, and sheer determination that drove him to build a multi-billion dollar global brand.

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**Tommy Hilfiger**, Principal Designer, The Tommy Hilfiger Group

# TOMMY HILFIGER

## COMPANY OVERVIEW

**TOMMY HILFIGER is one of the world's leading designer lifestyle brands creating a platform that inspires the modern American spirit, while committing to wasting nothing and welcoming all.**

Founded in 1985, Tommy Hilfiger delivers premium styling, quality and value to consumers worldwide under the *TOMMY HILFIGER* and *TOMMY JEANS* brands, with a breadth of collections including *HILFIGER COLLECTION*, *TOMMY HILFIGER TAILORED*, men's, women's and kids' sportswear, denim, accessories, and footwear. In addition, the brand is licensed for a range of products, including fragrances, eyewear, watches and home furnishings. Founder Tommy Hilfiger remains the company's Principal Designer and provides leadership and direction for the design process.

Tommy Hilfiger, which was acquired by PVH Corp. in 2010, is a global apparel and retail company with more than 16,000 associates worldwide. With the support of strong global consumer recognition, Tommy Hilfiger has built an extensive distribution network in over 100 countries and more than 2,000 retail stores throughout North America, Europe, Latin America and the Asia Pacific region. Global retail sales of the *TOMMY HILFIGER* brand were US \$9.2 billion in 2019.

PVH Europe Headquarters, Amsterdam, The Netherlands





Workstation tables with touchscreens, here at our flagship Digital Showroom in Amsterdam, offer the opportunity to buy the entire collection, while selected items are sampled on the floor.





