

## Tommy Hilfiger Spring 2014 Women's Collection

### Westcoasting

**NEW YORK, NEW YORK (September 9, 2013)** – Tommy Hilfiger celebrates endless summer with a colorful, sports-inflected collection that captures the ease and youthful attitude of Cali style. “It’s Melrose to Malibu,” the designer says, “the West Coast represents a golden era of surf, sport, and optimism.”

With the sun-kissed West Coast in mind, Hilfiger designs in a palette that ranges from saturated brights to sun-washed pastels. To iconic American classics like the polo, barracuda jacket, sports jersey, and bowling shirt, he adds a vibrant postmodern spin. For spring, tailoring is given track-pant ease and executed with a soft hand in subtly detailed denim and chambray. Suiting is punched up with color, and eye-catching, custom Hawaiian prints enliven fluid silhouettes.

Scuba, surf, and skate references are borrowed from the active lifestyle native to the Golden State, and athletic details are artfully incorporated throughout. The collegiate polo is reimagined as a zip-closed minidress in innovative neoprene-bonded leather; silk jogging shorts have grosgrain detailing; scuba jeans are a surf/turf hybrid. The graphic color-blocking and overlock-stitching throughout is inspired by wetsuits and surf boards. Swimwear is designed to segue easily from beach to town. The vibe is trad meets rad; the look, all-American.

### Spring 2014 Digital Initiatives

This season, Tommy Hilfiger introduced the "*Tommy Hilfiger Social Concierge*" to further democratize the runway experience, and service show assets upon request to traditional and digital media – and ultimately their social audiences – to engage the industry and consumers in a truly interactive “conversation” around the Spring 2014 collection. Global media were invited to send photo and collection information requests to the dedicated Social Concierge team, which facilitated and responded to their requests in real-time. Servicing global media from over 90 countries, the Social Concierge team provided photos and information from a cloud-based asset library, or by directing the on-site team to immediately collect the requested asset.

Tommy Hilfiger, models, the backstage team, and global media all participated in the #tommyspring14 conversation as their tweets and Instagrams were curated through The Conversation – a live social media feed prominently integrated within the show environment on over 90 feet (15 meters) of high resolution screens and simultaneously broadcast across Tommy Hilfiger’s online channels.

Further opening up access to all aspects of the runway show, Tommy Hilfiger has provided influencers and photographers – including Scott Schuman of renowned fashion blog, *The Sartorialist* – with Lytro Cams that enabled viewers to refocus a photo after the shot is taken. Cannes-award winning photographer and director Meagan Cignoli captured behind-the-scenes moments in the lead-up-to and during the runway show to create and share content over Vine and Instagram.

**Date:** Monday, September 9, 11am

**Location:** Pier 94

**Photo & Video:** <http://www.runwaynewsroom.tommy.com/>

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**About The Tommy Hilfiger Group**

With a premium lifestyle brand portfolio that includes *Tommy Hilfiger*, *Hilfiger Denim* and *Tommy Girl*, 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 Corp.**

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*, *Bass*, *G.H. Bass & Co.*, *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*, *JOE Joseph Abboud*, *DKNY*, *Ike Behar* and *John Varvatos*.