

## TOMMY HILFIGER SPRING 2014 COLLECTION QUOTES

### **Inspiration:**

“Spring 2014 combines East Coast prep with West Coast ease.” – Tommy Hilfiger

“It’s Melrose to Malibu. The West Coast represents a golden era of surf, sport, and optimism.” – Tommy Hilfiger

### **Collection:**

“I revisited iconic elements of California style – the polo, barracuda jacket, sports jersey, and bowling shirt – and reinvented them with the relaxed spirit of the West Coast in mind.” – Tommy Hilfiger

“From softly tailored denim and chambray to our signature Hawaiian prints to innovative neoprene-bonded leather, the season captures the ease and youthful attitude of Cali style.” – Tommy Hilfiger

### **Digital:**

“I think real-time is very important, and being able to show the public everything we’re doing — from styling the models backstage to choosing the right belt — is something people want to see. We’re really opening our world to the public.” – Tommy Hilfiger