

# TOMMY HILFINGER

FALL 2016

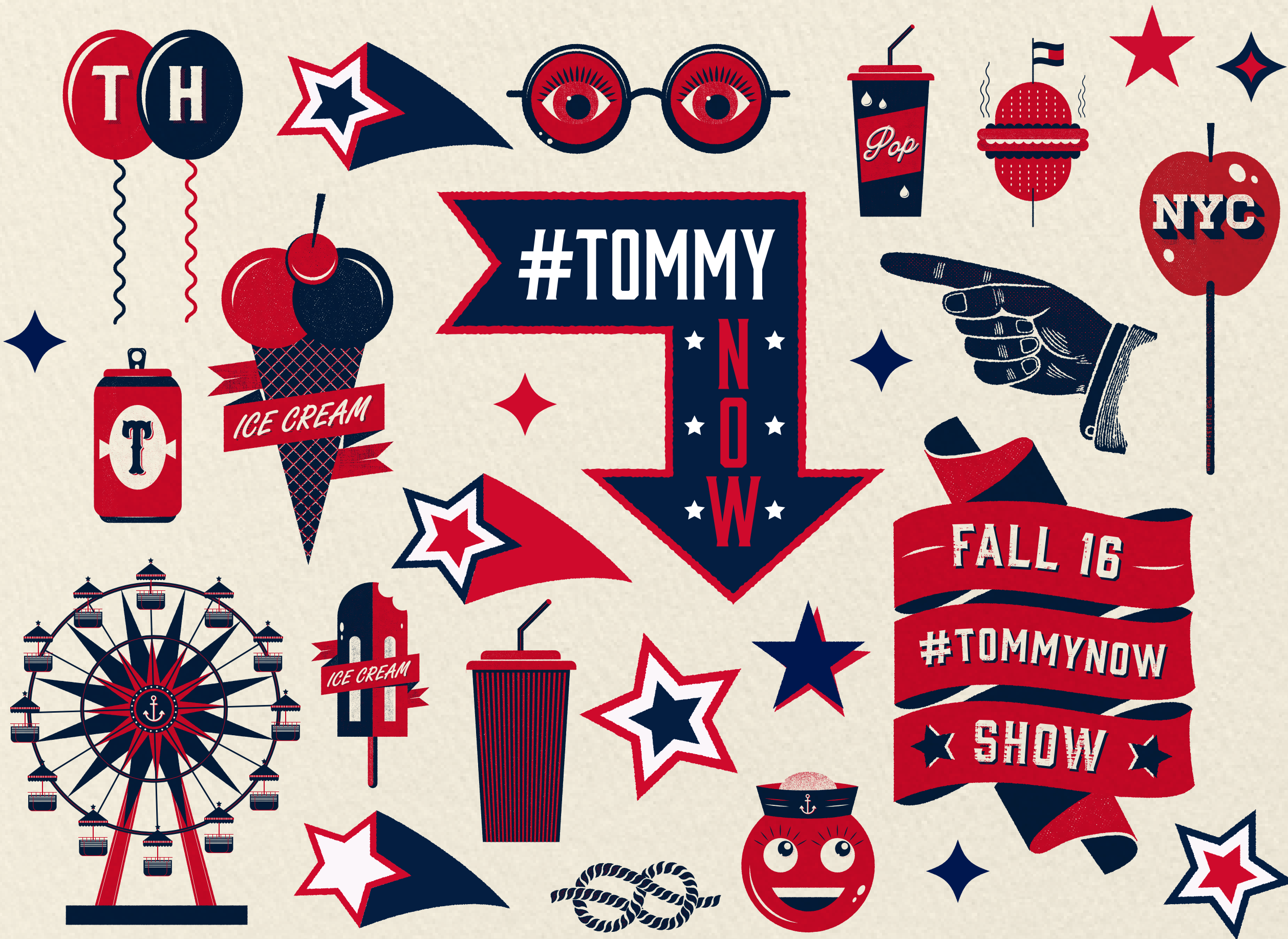
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TOMMY  HILFINGER

FEATURING THE  
#TOMMYXGIGI  
COLLECTION



# #TOMMY NOW

On September 9th, Tommy Hilfiger will introduce #TOMMYNOW, its first ever in-season runway experience. The show signifies a new era in the democratization of fashion, and delivers the instant gratification of “See Now. Have Now.” availability through an experiential fashion show open to press and consumers.

The #TOMMYNOW concept is centered on an ecosystem of immediately shoppable channels that make the fashion show directly accessible to a global audience through e-commerce, retail, wholesale and social commerce as the looks hit the runway. Additionally, *Tommy Hilfiger* is introducing several new channels that leverage digital innovation to bring the runway closer to a global audience and support the goal of worldwide accessibility:

1. The **TMY.GRL** bot on Facebook Messenger marks the first time a brand has created an A.I. conversational-commerce experience.

2. A shoppable live stream will allow those at Tommy Pier and those watching remotely around the world

to immediately shop every look on *tommy.com* as they view the show.

3. Interactive digital touch screens located on Tommy Pier bring the audience further into the world of *TommyXGigi*, blending inspiration and commerce by allowing consumers to directly shop a broad range of multimedia content.

“#TOMMYNOW is the ultimate expression of my brand philosophy, and the show I have always wanted to present,” said Tommy Hilfiger. “We are a brand that breaks conventions, puts the consumer at the heart of our business, and believes in creating fun, inspiring experiences that fuse fashion and entertainment.”

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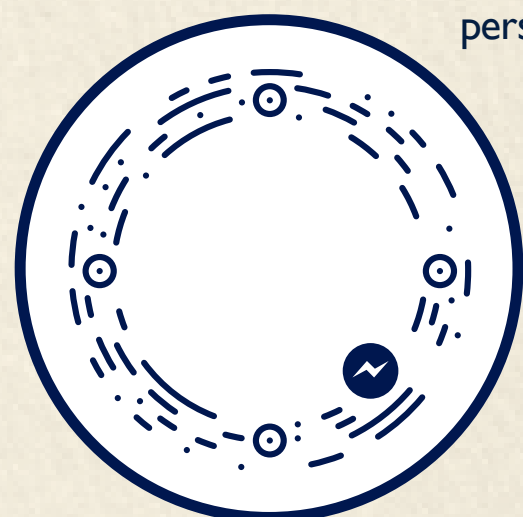
# TMY.GRL



## Artificial Intelligence Meets Conversational Commerce

*Tommy Hilfiger* is the first fashion brand to launch an Artificial Intelligence conversational commerce experience with the “TMY.GRL” bot on Facebook Messenger.

The TMY.GRL bot will launch at NYFW and create an immediately accessible global platform for consumers to shop the #TOMMYNOW runway show through personalized A.I. powered conversations.





The globally accessible bot holds one-to-one conversations that let consumers experience the *Tommy Hilfiger* runway



show and shop their favorite pieces from the brand’s Fall 2016 collection – including the *TommyXGigi* collection.

The innovative platform leverages the trend of increasing A.I. integration into everyday technology and the more than one billion people using Messenger each month. Going beyond limited human-operated chat services or closed-question browse and search capabilities, the TMY.GRL bot replicates the immediacy and customization of a personalized, concierge style experience on Messenger. Powered by artificial intelligence, TMY.GRL learns to understand consumer habits, context and intent to better predict and provide the content, information or engagement users are seeking.





# SHOPPABLE LIVESTREAM

*Tommy Hilfiger* will launch its first ever Shoppable Live Stream at the Fall '16 #TOMMYNOW show, driving commerce on the runway and fulfilling its promise for “See Now. Have Now.” fashion. Whether attending the event in person or watching remotely, consumers globally will be able to shop the collection the moment it hits the runway through live streaming on *tommy.com* and over 175 global partners.

As each look premieres, a “Save this Look” button will allow the user to add it to their wishlist. They can watch the entire show through, adding to their wishlist throughout, or click pause to purchase their favorites instantly through *tommy.com*.

Following the show’s first live stream on September 9th, the video will be available on demand so consumers can re-watch and continue to shop the collection.



# SOCIAL COMMERCE

Consumers will be able to shop the *Tommy Hilfiger* Fall '16 collections through Instagram, Snapchat, Facebook and Pinterest.

Appearing in the “stories” section of the app, the shoppable Snapchat ads expand into full-screen videos, with the option for users to swipe on a product for further details. The experience will then expand and display key *TommyXGigi* products, with a shopping basket and purchase functionality.

On Instagram, a link in the @TommyHilfiger bio will lead users to a browser pop-up that mimics an Instagram feed with an overview of all looks from the fashion show. The user can then click into a look to see shoppable products, and select those they wish to purchase on *tommy.com*.

Facebook will create four unique 360-degree stylized videos to post on Tommy Hilfiger’s Facebook page in the weeks following NYFW. The videos will be shot at four locations on Tommy Pier, each focusing on a different element of the setting and each featuring a different model or influencer.

On Pinterest, a shoppable *TommyXGigi* board will feature lookbook images, behind-the-scenes snapshots and exclusive sketches of the collection.





# DIGITAL POP-UP SHOP



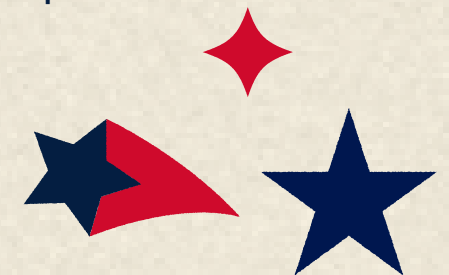
Guests at the #TOMMYNOW show will be invited to interact with two giant digital touchscreens, through which they can browse and buy the *TommyXGigi* collection.

Once a user has approached and activated the screen, Gigi will greet them and explain how to explore the collection – from browsing life-sized *TommyXGigi* lookbook images to interacting with campaign videos or mix-and-matching items on a personalized moodboard.

All elements allow the user to save products to a shopping basket or favorites list, and they can then receive an email or text containing a link to the basket. Alternatively, they can type a three-digit code into

their mobile phone, which will immediately link their mobile device to the screen and direct them to their customized shopping basket on *tommy.com*.

Each digital touchscreen can accommodate eight users simultaneously, and will also allow them to post favorite products to their social media channels. The digital screens will be complemented by live product on-site at *TommyXGigi* pop-up stores.







# SOCIAL MEDIA CHANNELS

## Instagram

With over 2.5 million followers, the @TommyHilfiger Instagram channel offers a curated, comprehensive brand presentation with the latest street style, collaborations, celebrity love and events. This season we'll use the new "Instagram Stories" feature to offer on-the-scene updates from our Tommy Pier, throughout the entirety of New York Fashion Week. It's our favorite new frontier.

## Facebook

Think of it as the hub of all things Tommy, with the most detailed brand news, promotions, campaign launches and "Facebook Live" event coverage. At #TOMMYNOW, we'll also introduce 360-degree immersive experiences to our audience of over 10 million followers.

## Twitter

Since @TommyHilfiger began its partnership with Twitter in 2013, the two companies have pioneered collaborations that drive innovation in fashion show coverage. The hugely popular "Twitter Halo" launched backstage at the brand's Spring 2016 show, where Gigi Hadid, Suki and Immy Waterhouse, Behati Prinsloo, Joe Jonas and Lizzy Jagger lined up to film "Halo" videos that were shared in real time on the Tommy Hilfiger Twitter feed. The "Twitter Mirror" selfie-editing software application was launched at the Fall 2015 show, while the "Vine 360 Booth" at the Spring 2015 show generated widely-viewed posts from Kendall Jenner, Georgia May Jagger and Alexa Chung, among others. @TommyHilfiger has over 2.1 million Twitter followers.

## Snapchat

It's an off-the-cuff and unfiltered glimpse into our world—from runway shows and influencer takeovers to exclusive content teasers. This season, Gigi's back to takeover our Snapchat, bringing everyone behind-the-scenes with her on show day as she ventures from hair and makeup to her first steps on the runway.

## YouTube

Our premiere stop for all video content including campaign stories and highlight reels. It's where our Americana heritage, youthful spirit and relentless optimism come to life.

## Pinterest

Pin. Curate. Shop. Pinterest is where we share every piece of our *Tommy Hilfiger* collections. For *TommyXGigi*, we'll post dedicated boards with full look imagery, styling advice, products and street style moments from around the world.

## Google Carousel

As part of Google's Fashion Week coverage, *Tommy Hilfiger* will introduce a "carousel" of curated content when a user enters specific search terms, which appears above regular search results. The carousel provides a consolidated overview of show-related assets including links to the live stream, photos and *TommyXGigi* collection imagery.



#TOMMY  
NOW!