



**TOMMY HILFIGER**

FALL 2016



**RUNWAY SHOW**



## WELCOME TO ★ TOMMY PIER ★

Welcome to **#TOMMYNOW**: our first in-season, open-to-consumer fashion show experience. For the first time, the full energy of our NYFW experience will be directly accessible to both industry members and consumers.

We're democratizing the runway and making the collection immediately available globally — from e-commerce and social media to our retail stores and wholesale partners.

### HOW TO SHOP

We're making it easy to shop the collection as soon as it hits the runway:

**WATCH AND SHOP THE LIVE STREAM**  
on [tommy.com/now](http://tommy.com/now).

**CHAT AND SHOP WITH TMY.GRL**  
on Facebook Messenger.

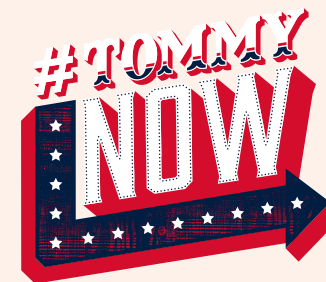


Start the conversation! Use your phone to scan this code within the "People" tab of Facebook Messenger.

**VISIT OUR ON-SITE POP-UP SHOPS  
AND INTERACTIVE DIGITAL TOUCHSCREENS**  
here at the Tommy Pier.

**FOLLOW @TOMMYHILFIGER**  
and shop our social media channels, including Instagram, Snapchat, Facebook and Pinterest.

**ENJOY THE SHOW!**



## WELCOME TO NOW



It's a new era at Tommy Hilfiger.

We're breaking the old-school rules of the runway and giving instant access to our Fall 2016 Hilfiger Collection and the new TOMMYXGIGI capsule. These are our greatest hits, remixed and restyled for the digital age and shoppable the moment the lights go up.

We look to the classic codes of our 30-year arsenal—nautical, sport, rock-n-roll, Americana—and give everything a modern day swagger. We've played with proportions and fabrics, making signature details pop. It's nautical meets street; inspired by Gigi Hadid and designed to be worn as you like it.

This is the show I've always wanted to present. A true democratization of fashion, so get on board—this is #TommyNow.

*Tommy Hilfiger*



**TOMMYNOW**

[runwaynewsroom.tommy.com](http://runwaynewsroom.tommy.com)

@TommyHilfiger

#TommyNow

#TOMMYXGIGI



### 1. GIGI ★ BINX

cotton band jacket gigi hadid ★ cotton tank top gigi hadid ★ leather moto pant gigi hadid ★ printed scarf gigi hadid ★ leather nautical boot gigi hadid

### 2. CAMILLE ★ VANESSA

long military wool coat gigi hadid ★ striped sweater gigi hadid ★ leather skirt gigi hadid ★ printed scarf gigi hadid ★ overknee socks gigi hadid ★ leather nautical boot gigi hadid

### 3. ANDREEA ★ WALESKA

leather biker jacket gigi hadid ★ cotton midi dress gigi hadid ★ printed scarf gigi hadid ★ overknee socks gigi hadid ★ leather nautical boot gigi hadid

### 4. MARJAN ★ ONDRIA

silk blouse gigi hadid ★ denim sailor pant gigi hadid ★ printed scarf gigi hadid ★ slip on sneaker gigi hadid

### 5. SORA ★ DELILAH

wool bomber jacket gigi hadid ★ printed scarf gigi hadid ★ nautical backpack gigi hadid ★ overknee socks gigi hadid ★ leather nautical boot gigi hadid

### 6. JESS ★ JING WEN

sweater dress gigi hadid ★ hilfiger collection printed bandana ★ overknee socks gigi hadid ★ leather nautical boot gigi hadid

### 7. SASHA ★ INE

roll neck sweater gigi hadid ★ denim skirt ★ hilfiger collection printed bandana ★ reversible tote gigi hadid ★ overknee socks gigi hadid ★ leather nautical boot gigi hadid

### 8. TAYLOR ★ ANTONINA

leather biker jacket gigi hadid ★ cotton tank top gigi hadid ★ denim short ★ printed scarf gigi hadid ★ overknee socks gigi hadid ★ leather nautical boot gigi hadid

### 9. YASMIN ★ DILONE

leather biker jacket gigi hadid ★ bodysuit gigi hadid ★ venice skinny fit jeans gigi hadid ★ printed scarf gigi hadid ★ slip on sneaker gigi hadid

### 10. SARA S ★ SARA W

faux fur bomber jacket gigi hadid ★ bodysuit gigi hadid ★ printed scarf gigi hadid ★ overknee socks gigi hadid ★ leather nautical boot gigi hadid

### 11. STELLA ★ VALERY

printed silk dress gigi hadid ★ printed scarf gigi hadid ★ overknee socks gigi hadid ★ leather nautical boot gigi hadid

### 12. BARA ★ YANA

printed silk maxi dress gigi hadid ★ printed scarf gigi hadid ★ overknee socks gigi hadid ★ leather nautical boot gigi hadid

### 13. ADRIENNE ★ JULIE

cotton jumpsuit gigi hadid ★ tommy cotton bralette ★ printed scarf gigi hadid ★ nautical pouch gigi hadid ★ slip on sneaker gigi hadid

### 14. VITTORIA ★ GRETA

wool long cardigan gigi hadid ★ printed scarf gigi hadid ★ overknee socks gigi hadid ★ leather nautical boot gigi hadid

### 15. LINEISY ★ KATLIN

cotton anchor sweatshirt gigi hadid ★ hilfiger collection striped long sleeve t-shirt ★ leather moto pant gigi hadid ★ printed scarf gigi hadid ★ leather nautical boot gigi hadid

### 16. ALICIA ★ KIRIN

wool cape gigi hadid ★ cotton hoodie gigi hadid ★ hilfiger collection striped long sleeve t-shirt ★ cotton tank top gigi hadid ★ overknee socks gigi hadid ★ leather nautical boot gigi hadid

### 17. GRACE ★ WANGY

nylon bomber jacket gigi hadid ★ bodysuit gigi hadid ★ venice skinny fit jeans gigi hadid ★ printed scarf gigi hadid ★ leather nautical boot gigi hadid

### 18. TILDA ★ ROMY

wool slim peacoat gigi hadid ★ cotton hoodie gigi hadid ★ hilfiger collection striped long sleeve t-shirt ★ aviator sunglasses gigi hadid ★ overknee socks gigi hadid ★ leather nautical boot gigi hadid

### 19. JOSEPHINE ★ CHANEL

cotton hoodie gigi hadid ★ hilfiger collection striped long sleeve t-shirt ★ cotton tank top gigi hadid ★ slip on sneaker gigi hadid

### 20. FREDERIKKE ★ DILIA

cotton oversized sweatshirt gigi hadid ★ hilfiger collection striped long sleeve t-shirt ★ cotton tank top gigi hadid ★ printed scarf gigi hadid ★ slip on sneaker gigi hadid

### 21. HANNE ★ KAI

cotton v-neck dress gigi hadid ★ hilfiger collection basketball short ★ hilfiger collection printed bandana ★ slip on sneaker gigi hadid

### 22. IMAAN ★ KIRSTEN

cotton cropped t-shirt gigi hadid ★ jogger pant ★ hilfiger collection printed bandana ★ tommy cotton bikini ★ slip on sneaker gigi hadid

### 23. HAILEY ★ LUPING

hilfiger collection cotton sweatshirt ★ hilfiger collection track and field sweatpant ★ tommy cotton bikini ★ hilfiger collection printed bandana ★ slip on sneaker gigi hadid

### 24. LEXI ★ DEVON

hilfiger collection track and field jacket ★ hilfiger collection track and field sweatpant ★ tommy cotton thong ★ hilfiger collection printed bandana ★ slip on sneaker gigi hadid

### 25. SELENA ★ KELLY

hilfiger collection hooded varsity jacket ★ hilfiger collection basketball short ★ hilfiger collection printed bandana ★ tommy cotton thong ★ slip on sneaker gigi hadid

### 26. HARLETH ★ VERA

hilfiger collection v-neck cardigan ★ hilfiger collection striped long sleeve t-shirt ★ hilfiger collection basketball short ★ knit hat ★ slip on sneaker gigi hadid

### 27. MICAL ★ ANETA

hilfiger collection basketball dress ★ tommy cotton bralette ★ hilfiger collection printed bandana ★ slip on sneaker gigi hadid

### 28. AMILNA ★ PAULINE

tommy cotton bralette ★ hilfiger collection cotton marine cropped pant ★ tommy cotton bikini ★ aviator sunglasses gigi hadid ★ hilfiger collection printed bandana ★ slip on sneaker gigi hadid

### 29. TAMI ★ LUISANA

hilfiger collection wool military coat ★ cotton hoodie gigi hadid ★ hilfiger collection basketball short ★ printed scarf gigi hadid ★ leather mini trunk gigi hadid ★ slip on sneaker gigi hadid

### 30. KIKI ★ AMANDA

hilfiger collection velvet marine jumpsuit ★ cotton tank top gigi hadid ★ printed scarf gigi hadid ★ slip on sneaker gigi hadid

### 31. ROOS ★ NATALIE

hilfiger collection wool track jacket ★ hilfiger collection wool track pant ★ tommy cotton thong ★ slip on sneaker gigi hadid

### 32. FEI FEI ★ LEILA

nylon bomber jacket gigi hadid ★ cotton hoodie gigi hadid ★ hilfiger collection velvet marine short ★ hilfiger collection printed bandana ★ overknee socks gigi hadid ★ leather nautical boot gigi hadid

### 33. PAULINA ★ DYLAN XUE

hilfiger collection printed dress ★ hilfiger collection printed bandana ★ overknee socks gigi hadid ★ leather nautical boot gigi hadid

### 34. LUNA ★ OPHELIE

hilfiger collection faux fur peacoat ★ tommy cotton bralette ★ hilfiger collection satin boxer short ★ printed scarf gigi hadid ★ leather moccasin gigi hadid

### 35. JULIA ★ YSAUNNY

hilfiger collection faux fur hoodie ★ hilfiger collection silk printed short ★ hilfiger collection printed bandana ★ reversible tote gigi hadid ★ leather moccasin gigi hadid

### 36. GIGI ★ ALICE

hilfiger collection flag hoodie ★ hilfiger collection basketball dress ★ printed scarf gigi hadid ★ slip on sneaker gigi hadid



## CREDITS

**KARL TEMPLER**  
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**KCD**  
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**JAN KROEZE**  
Lighting Designer

**MICHELLE LEE CASTING**  
Casting

**KCD**  
Public Relations

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JOHN GOSLING**  
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**PAT MCGRATH**  
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**EUGENE SOULEIMAN**  
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NOW

