



**TOMMYNOW**  
★ **ROCKCIRCUS** ★

FALL 2017 RUNWAY SHOW

**HELLO, LONDON. THIS SEASON,  
TOMMY HILFIGER TAKES THE  
GROUNDBREAKING TOMMYNOW FASHION  
EXPERIENCE GLOBAL, PRESENTING  
TOMMY HILFIGER, TOMMYXGIGI, HILFIGER  
COLLECTION AND HILFIGER EDITION  
TOGETHER ON ONE EPIC STAGE.**

**FALL 2017 IS A REBELLIOUS TAKE  
ON '90S HERITAGE. IT'S OUR VISION OF  
MODERN AMERICANA WHERE  
YOUTH CULTURE AND GRUNGE MEET PREP.  
THINK TRADITION WITH A STREET-STYLE  
TWIST, STATEMENT-MAKING TARTANS,  
UNEXPECTED PROPORTIONS AND SALUTES  
TO ATHLETIC AND SKATE.**

**WE CONTINUE TO BREAK THE OLD-SCHOOL  
RULES OF THE RUNWAY, GIVING INSTANT  
ACCESS TO OUR NEW COLLECTIONS WITH  
CUTTING-EDGE DIGITAL TECHNOLOGY,  
INCLUDING THE NEW TOMMYNOW SNAP APP  
POWERED WITH AUGMENTED REALITY.**

**WELCOME TO THE ROCKCIRCUS.**

*Tommy Hilfiger*

## 1 GIGI

GIGI HADID MOHAIR WOOL COAT + GIGI HADID CROP POLONECK SWEATER + GIGI HADID DISTRESSED DENIM SHORT + GIGI HADID MICRO BACKPACK + DISTRESSED WEBBING BELT + GIGI HADID SUEDE HEELED BOOT

## 2 BELLA

GIGI HADID HOODED FLEECE DRESS + GIGI HADID SUEDE HEELED BOOT

## 3 ANWAR

HILFIGER EDITION SHEARLING LEATHER JACKET + HILFIGER EDITION COLORBLOCK STRIPE SHIRT + HILFIGER EDITION RELAXED WOOL TROUSER + HILFIGER EDITION BAND STRIPE HIKING BOOT

## 4 KOHEI

HILFIGER EDITION LEATHER AVIATOR JACKET + HILFIGER EDITION DOWN PUFFER GILET + HILFIGER EDITION PATCHED LONG-SLEEVE POLO + HILFIGER EDITION RELAXED TWILL TROUSER + HILFIGER EDITION HIGH SOLE VELVET SNEAKER

## 5 JOAN

GIGI HADID LEATHER JACKET + HILFIGER COLLECTION TOMMY FLAG MOHAIR BLEND SWEATER + GIGI HADID DISRESSED DENIM SHORT + DISTRESSED WEBBING BELT + GIGI HADID BOX CLUTCH TRUNK + GIGI HADID SUEDE HEELED BOOT

## 6 LUCKY BLUE

HILFIGER EDITION MOHAIR-BLEND FLAG SWEATER + HILFIGER EDITION BLOCK STRIPE SHIRT + HILFIGER EDITION RELAXED TWILL TROUSER + HILFIGER EDITION HIGH SOLE VELVET SNEAKER

## 7 LUNA

SHAWL COLLAR WOOL COAT + GIGI HADID CROP POLONECK SWEATER + GIGI HADID LEATHER JEGGING + GIGI HADID BEANIE + GIGI HADID KNITTED SCARF + GIGI HADID SUEDE HEELED BOOT

## 8 ELIAS

HILFIGER EDITION OVERSIZED BRETON SWEATER + HILFIGER EDITION BLOCK PRINT WOVEN OXFORD + HILFIGER EDITION RELAXED WOOL TROUSER + HILFIGER EDITION HIGH SOLE VELVET SNEAKER

## 9 SORA

GIGI HADID DENIM TRUCKER JACKET + GIGI HADID STRIPED CROP CARDIGAN + GIGI HADID LEATHER JEGGING + GIGI HADID SUEDE HEELED BOOT

## 10 GRACE E.

GIGI HADID ROCK LOGO CROP TEE + GIGI HADID CROP POLONECK SWEATER + GIGI HADID CONTRAST PANEL JEAN + DISTRESSED WEBBING BELT + GIGI HADID SUEDE HEELED BOOT

## 11 EMM

GIGI HADID VELVET TRENCH COAT + GIGI HADID CROP POLONECK SWEATER + GIGI HADID ROCK LOGO CROP TEE + HILFIGER COLLECTION LEATHER WORKWEAR SHORT + GIGI HADID BEANIE + DISTRESSED WEBBING BELT + GIGI HADID SUEDE HEELED BOOT

## 12 XAVIER

HILFIGER EDITION CONTRAST COLLAR COAT + HILFIGER EDITION BLOCK PRINT WOVEN OXFORD + HILFIGER EDITION RELAXED TWILL TROUSER + HILFIGER EDITION HIGH SOLE VELVET SNEAKER

## 13 SHEANI

HILFIGER EDITION OVERSHIRT JACKET + HILFIGER EDITION NEOPRENE BOMBER CARDIGAN + HILFIGER EDITION BLOCK PRINT WOVEN OXFORD + HILFIGER EDITION RELAXED TWILL TROUSER + HILFIGER EDITION BAND STRIPE HIKING BOOT

## 14 MICHELLE G.

SILK TWILL SLIP DRESS + GIGI HADID CROP POLONECK SWEATER + GIGI HADID BEANIE + GIGI HADID SUEDE HEELED BOOT

## 15 DILONE

GIGI HADID CROP POLONECK SWEATER + STRETCH TARTAN PANT + GIGI HADID RETRO ROUND SUNGLASSES + GIGI HADID MICRO BACKPACK + GIGI HADID LEATHER CREEPER

## 16 JOSEPHINE

GIGI HADID PLAID FLANNEL SHIRT + GIGI HADID CROP POLONECK SWEATER + HILFIGER COLLECTION LEATHER WORKWEAR SHORT + GIGI HADID STUDDERED SPORT BRA + GIGI HADID BEANIE + DISTRESSED WEBBING BELT + GIGI HADID SUEDE HEELED BOOT

## 17 ELI

HILFIGER EDITION CONTRAST LINING PUFFER + HILFIGER EDITION HALF ZIP WOOL SWEATER + HILFIGER EDITION RELAXED WOOL TROUSER + HILFIGER EDITION HIGH SOLE VELVET SNEAKER

## 18 JOURDAN

GIGI HADID TARTAN MAXI DRESS + GIGI HADID CROP SPORT BRA + GIGI HADID DISTRESSED DENIM SHORT + GIGI HADID BEANIE + DISTRESSED WEBBING BELT + GIGI HADID SUEDE HEELED BOOT

## 19 ADRIENNE

GIGI HADID SILK SLIP DRESS + GIGI HADID CROP POLONECK SWEATER + GIGI HADID SILK TWILL BLOUSE + GIGI HADID BEANIE + GIGI HADID SUEDE HEELED BOOT

## 20 KIRIN

WOOL MOHAIR SWEATER + GIGI HADID SILK TWILL BLOUSE + GIGI HADID DISTRESSED JEAN + GIGI HADID BEANIE + DISTRESSED WEBBING BELT + GIGI HADID SUEDE HEELED BOOT

## 21 AIRA

GIGI HADID LONG DOWN PUFFER + GIGI HADID CROP POLONECK SWEATER + GIGI HADID PLAID FLANNEL SHIRT + HILFIGER COLLECTION LEATHER WORKWEAR SHORT + DISTRESSED WEBBING BELT + GIGI HADID SUEDE HEELED BOOT

## 22 NORA

GIGI HADID LONG CARDIGAN + GIGI HADID ORGANIC COTTON TANK + GIGI HADID BEANIE + GIGI HADID LEATHER HI-TOP

## 23 ISSA

WRAP CARDIGAN + GIGI HADID CROP POLONECK SWEATER + HILFIGER COLLECTION LEATHER WORKWEAR SHORT + GIGI HADID BEANIE + DISTRESSED WEBBING BELT + GIGI HADID LEATHER HI-TOP

## 24 YASMIN

GIGI HADID INSULATED BOMBER + GIGI HADID CROP SPORT BRA + GIGI HADID STRETCH SPORT PANT + GIGI HADID BEANIE + GIGI HADID LEATHER HI-TOP

## 25 ALANA

GIGI HADID DOWN PARKA + GIGI HADID CROP POLONECK SWEATER + GIGI HADID ROCK LOGO CROP TEE + GIGI HADID STRETCH SPORT PANT + GIGI HADID BEANIE + GIGI HADID LEATHER HI-TOP

## 26 MAX

HILFIGER EDITION SHORT UTILITY STYLE COAT + HILFIGER EDITION PATCHED LONG-SLEEVE POLO + HILFIGER EDITION STRAIGHT PRE-SHRUNK JEAN + HILFIGER EDITION MIXED CHECK TOTE BAG + HILFIGER EDITION BAND STRIPE HIKING BOOT

## 27 ERIK

HILFIGER EDITION CLASSIC UTILITY PARKA + HILFIGER EDITION FULL ZIP FLEECE SWEATER + HILFIGER EDITION STRAIGHT PRE-SHRUNK JEAN + HILFIGER EDITION BAND STRIPE HIKING BOOT

## 28 PRESLEY

HILFIGER EDITION DOWN HOODED JACKET + HILFIGER EDITION KNITTED BOMBER CARDIGAN + HILFIGER EDITION RUGBY STRIPE SWEATER + HILFIGER EDITION STRAIGHT PRE-SHRUNK JEAN + HILFIGER EDITION BAND STRIPE HIKING BOOT

## 29 GRETA

GIGI HADID CROP V-NECK SWEATSHIRT + GIGI HADID FLARE TRACK PANT + GIGI HADID BEANIE + GIGI HADID SQUARE PRINT SCARF + GIGI HADID MOHAIR TOTE BAG + GIGI HADID LEATHER HI-TOP

## 30 SARA W.

GIGI HADID GRAPHIC PRINT SWEATER + GIGI HADID BEANIE + GIGI HADID SUEDE HEELED BOOT

## 31 DYLAN

HILFIGER EDITION COLORBLOCK MOHAIR SWEATER + HILFIGER EDITION RELAXED WOOL TROUSER + HILFIGER EDITION BAND STRIPE HIKING BOOT

## 32 SHUJING

HILFIGER COLLECTION WOOL BLEND STRIPE LONG CARDIGAN + HILFIGER COLLECTION CROPPED DRAWSTRING-NECK HOODIE + HILFIGER COLLECTION STUDDERED HEELED BOOT

## 33 AUGUSTIN

HILFIGER EDITION NEOPRENE LIGHT SWEATER + HILFIGER EDITION BLOCK PRINT WOVEN OXFORD + HILFIGER EDITION RELAXED TWILL TROUSER + HILFIGER EDITION HIGH SOLE VELVET SNEAKER

## 34 MOIRA

HILFIGER COLLECTION CROPPED DRAWSTRING-NECK HOODIE + HILFIGER COLLECTION COLORBLOCK PLEATED MIDI SKIRT + HILFIGER COLLECTION STUDDERED HEELED BOOT

## 35 FISHER

HILFIGER EDITION MILITARY BOMBER + HILFIGER EDITION NEOPRENE FLAG SWEATSHIRT + HILFIGER EDITION RELAXED WOOL TROUSER + HILFIGER EDITION CLASSIC MIRRORED SUNGLASSES + HILFIGER EDITION HIGH SOLE VELVET SNEAKER

## 36 HANNAH

HILFIGER COLLECTION ZIP THROUGH EAGLE HOODIE + GIGI HADID STRIPED CROP CARDIGAN + SEQUIN MOHAIR BEANIE + HILFIGER COLLECTION STUDDERED HEELED BOOT

## 37 RATNER

HILFIGER COLLECTION ROCK BOYFRIEND HOODIE + GIGI HADID CROP POLONECK SWEATER + HILFIGER COLLECTION STUDDERED HEELED BOOT

## 38 FINNLAY

HILFIGER EDITION LONG WOOLEN NAVAL COAT + HILFIGER EDITION MOHAIR CHECK SWEATER + HILFIGER EDITION BLOCK PRINT WOVEN OXFORD + HILFIGER EDITION RELAXED WOOL TROUSER + HILFIGER EDITION HIGH SOLE VELVET SNEAKER

## 39 OSCAR

HILFIGER EDITION TARTAN SHEARLING BOMBER + HILFIGER EDITION TARTAN FLAG TEE + HILFIGER EDITION RELAXED TWILL TROUSER + HILFIGER EDITION HIGH SOLE VELVET SNEAKER

## 40 VANESSA

HILFIGER COLLECTION LONG TARTAN DOWN COAT + HILFIGER COLLECTION OWL PRINT COLD SHOULDER KNIT DRESS + GIGI HADID CROP POLONECK SWEATER + HILFIGER COLLECTION STUDDERED HEELED BOOT

## 41 ROMY S.

HILFIGER COLLECTION SHORT TARTAN DOWN COAT + HILFIGER COLLECTION BOYFRIEND ROCK T-SHIRT + GIGI HADID CROP POLONECK SWEATER + SEQUIN MOHAIR BEANIE + HILFIGER COLLECTION LEATHER STAR PATCH CLUTCH BAG + HILFIGER COLLECTION STUDDERED HEELED BOOT

## 42 SARA S.

HILFIGER COLLECTION BOXY TARTAN FRINGE SHIRT + HILFIGER COLLECTION OPEN KNIT LONG-SLEEVE SWEATER + HILFIGER COLLECTION LEATHER WORKWEAR SHORT + DOUBLE BUCKLE BELT + GIGI HADID SUEDE HEELED BOOT

## 43 CALLUM

HILFIGER EDITION CONTRAST CHECK SHIRT + HILFIGER EDITION LUXURY WOOL LIGHT SWEATER + HILFIGER EDITION RELAXED WOOL TROUSER + HILFIGER EDITION BAND STRIPE HIKING BOOT

## 44 LIZZY

HILFIGER COLLECTION FLANNEL TARTAN MIDI SHIRTDRESS + HILFIGER COLLECTION STUDDERED HEELED BOOT

## 45 LONDONE

HILFIGER COLLECTION TARTAN FLEECE BOMBER JACKET + GIGI HADID CROP POLONECK SWEATER + HILFIGER COLLECTION WOOL BLEND PLEATED TARTAN SKIRT + HILFIGER COLLECTION STUDDERED HEELED BOOT

## 46 HAILEY

HILFIGER COLLECTION TARTAN FRINGE BOYFRIEND SHIRT + HILFIGER COLLECTION OPEN KNIT LONG-SLEEVE SWEATER + HILFIGER COLLECTION LEATHER WORKWEAR SHORT + DOUBLE BUCKLE BELT + HILFIGER COLLECTION STUDDERED HEELED BOOT

## 47 NATHANEAL

HILFIGER EDITION FLAG JACKET + HILFIGER EDITION TARTAN FLAG TEE + HILFIGER EDITION RELAXED WOOL TROUSER + HILFIGER EDITION HIGH SOLE VELVET SNEAKER

## 48 GEORGIA MAY

HILFIGER COLLECTION ROCK RAGLAN SWEATSHIRT + HILFIGER COLLECTION TARTAN FRILL KILT MINI SKIRT + HILFIGER COLLECTION STUDDERED HEELED BOOT

## 49 LAIQAH

HILFIGER COLLECTION SHORT-SLEEVE SHEARLING BIKER + HILFIGER COLLECTION OPEN KNIT LONG-SLEEVE SWEATER + HILFIGER COLLECTION TARTAN FRINGE MINI SKIRT + HILFIGER COLLECTION STUDDERED HEELED BOOT

## 50 HIANDRA

HILFIGER COLLECTION TARTAN WOOL AND SHEARLING COAT + HILFIGER COLLECTION TARTAN SEQUIN MINI SLIP DRESS + HILFIGER COLLECTION STUDDERED HEELED BOOT

## 51 MARJAN

HILFIGER COLLECTION OVERSIZED SHEARLING BIKER JACKET + HILFIGER COLLECTION MOHAIR BLEND TARTAN SWEATER + STRETCH DENIM PANT + DISTRESSED WEBBING BELT + HILFIGER COLLECTION STUDDERED HEELED BOOT

## 52 SORA

WOVEN OXFORD SHIRT + HILFIGER COLLECTION ROLL-NECK SWEATER + HILFIGER COLLECTION BLEACH DENIM '90S JEAN + HILFIGER COLLECTION STUDDERED HEELED BOOT

## 53 ADESUWA

HILFIGER COLLECTION TARTAN SEQUIN BLAZER + GIGI HADID CROP POLONECK SWEATER + HILFIGER COLLECTION BLEACH DENIM '90S JEAN + HILFIGER COLLECTION STUDDERED HEELED BOOT

## 54 MELISSA

HILFIGER COLLECTION MOHAIR BLEND KNIT CARDIGAN + HILFIGER COLLECTION BLEACH DENIM ZIP MINI SKIRT + HILFIGER COLLECTION STUDDERED HEELED BOOT

## 55 DEVON

HILFIGER COLLECTION SEQUIN STRIPE T-SHIRT DRESS + SEQUIN MOHAIR BEANIE + GIGI HADID LEATHER CREEPER

## 56 JOAN

HILFIGER COLLECTION SEQUIN TIGER OVERSIZED CROP TEE + HILFIGER COLLECTION LEATHER JERSEY BIKER JEAN + HILFIGER COLLECTION STUDDERED HEELED BOOT

## 57 NOEME

HILFIGER COLLECTION CABLE V-NECK LONG-SLEEVE SWEATER + HILFIGER COLLECTION STUDDERED HEELED BOOT

## 58 WANGY

HILFIGER COLLECTION TIGER MASCOT LONG-SLEEVE T-SHIRT + HILFIGER COLLECTION STRIPED POLONECK TOP + HILFIGER COLLECTION PUNK DENIM RIPPED JEAN + HILFIGER COLLECTION STUDDERED HEELED BOOT

## 59 CAMILLE

HILFIGER COLLECTION KNITTED-SLEEVE BOMBER JACKET + HILFIGER COLLECTION STRIPED POLONECK TOP + HILFIGER COLLECTION LEATHER WORKWEAR SHORT + DISTRESSED WEBBING BELT + HILFIGER COLLECTION STUDDERED HEELED BOOT

## 60 ABDULAYE

HILFIGER EDITION CLASSIC VARSITY JACKET + HILFIGER EDITION FULL ZIP WOOL SWEATER + HILFIGER EDITION RELAXED WOOL TROUSER + HILFIGER EDITION HIGH SOLE VELVET SNEAKER

## 61 RUTH

HILFIGER COLLECTION SHORT-SLEEVE LEATHER BIKER + HILFIGER COLLECTION BLEACH TARTAN FRILL-NECK SHIRT + HILFIGER COLLECTION LEATHER WORKWEAR SHORT + DISTRESSED WEBBING BELT + HILFIGER COLLECTION STUDDERED HEELED BOOT

## 62 THERESEA

HILFIGER COLLECTION TARTAN RUFFLED SHEER SILK BLOUSE + STRIPE BRALETTE + GIGI HADID SEQUIN STRIPE JEAN + STRIPE HIGH WAISTED SHORT + DOUBLE BUCKLE BELT + HILFIGER COLLECTION STUDDERED HEELED BOOT

## 63 BELLA

HILFIGER COLLECTION BLEACH TARTAN MAXI SLIP DRESS + HILFIGER COLLECTION LONG-SLEEVE MESH T-SHIRT + HILFIGER COLLECTION STUDDERED HEELED BOOT

## 64 GIGI

HILFIGER COLLECTION PRINTED SHEER SILK MAXI DRESS + GIGI HADID STUDDERED SPORT BRA + HILFIGER COLLECTION LEATHER WORKWEAR SHORT + DOUBLE BUCKLE BELT + HILFIGER COLLECTION STUDDERED HEELED BOOT

**TOMMYNOW**  
TOMMYNOW IS ABOUT THE DEMOCRATIZATION OF FASHION AND PIONEERING THE "SEE NOW, BUY NOW" MOVEMENT. EVERY SINGLE PIECE IN THIS SHOW IS SHOPPABLE THE MOMENT IT HITS THE RUNWAY.

**TOMMYNOW SNAP**  
IT'S THE NEW WAY TO EXPERIENCE SHOPPING. SNAP A PIC OF YOUR FAVORITE STYLES ON THE RUNWAY (LIVE OR ONLINE), IN ADS OR IN-STORE, SAVE THEM TO YOUR FAVES AND SHOP INSTANTLY.

THE WORLD IS YOUR RUNWAY WITH THE NEW AR (AUGMENTED REALITY) FEATURE. CURATE LOOKS, WATCH A PRIVATE CATWALK, AND SHOP IT LIVE.

**TMY.GRL & TMY.BOY VIRTUAL STYLISTS**  
GET PERSONAL STYLE ADVICE AND SHOP THE COLLECTION WITH THE TMY.GRL AND TMY.BOY CHATBOT ON FACEBOOK MESSENGER.

**TOMMY.COM**  
LIVE FROM LONDON, WATCH AND SHOP THE LIVESTREAM FOR AN EXCLUSIVE RUNWAY SHOW AND SHOPPING EXPERIENCE.



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SHOP THE COLLECTION STRAIGHT FROM THE RUNWAY