

T O M M Y  H I L F I G E R

Томми Хилфигер: Быстро растущий бизнес по всему миру..

На конец 2011 года - 974 Tommy Hilfiger магазина томми



O&O – собственные магазины сети

Портфель брендов

TOMMY  HILFIGER

HILFIGER
 DENIM

RUNWAY
COLLECTION

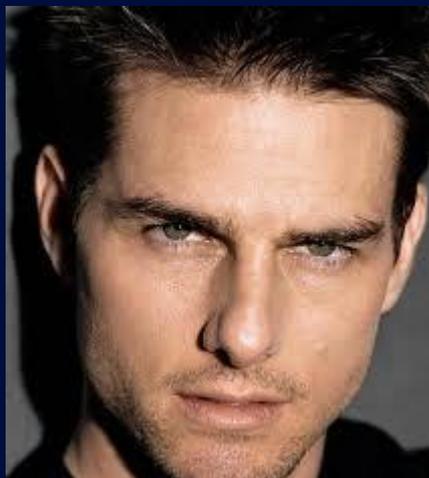
TOMMY  HILFIGER
TAILORED

sportswear

children



Кто из них Томми
Хилфигер? ;)

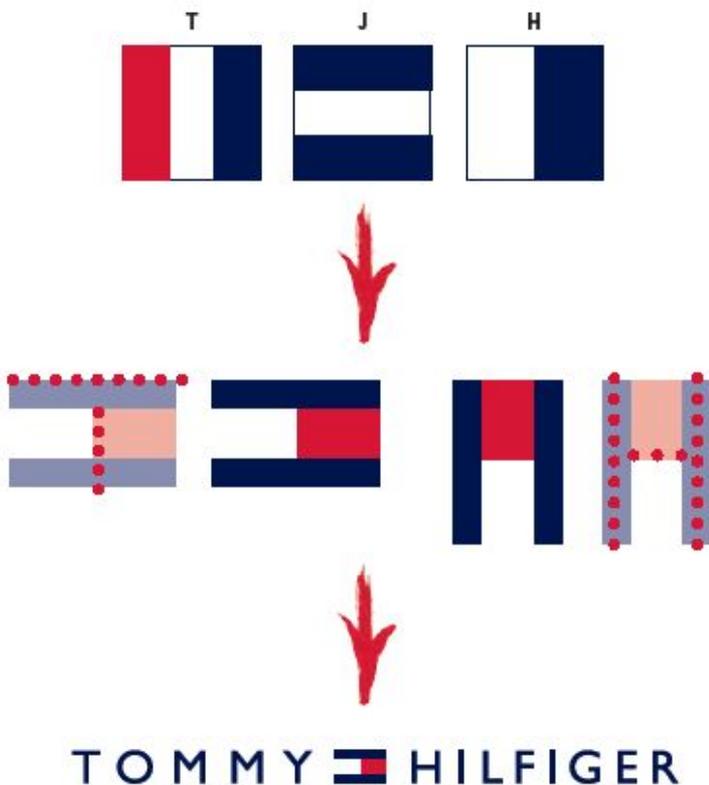


did you know?

- Томми Хилфигер родился 24 марта 1951 г. В небольшом городке Эльмира, недалеко от Нью-Йорка
- Он был одним из 9 детей
- У него самого 5 детей
- Томми начал свою карьеру в 1969 г. со 150 долларами в кармане и 20-тью парами джинс-клевш
- Вскоре он открыл несколько мультибрендованных магазинчиков под названием People's Place
- В 1979 г. Он перебирается в Нью-Йорк и начинает свою карьеру Fashion-дизайнера
- В 1985 он демонстрирует свою первую именную коллекцию, которая сразу же принесла ему широкую известность

Play Tommy's speech

Tommy created
the flag by
himself!



Форма торгового знака была
воссоздана из тематики морских
флагов

За основу логотипа были взяты
флаги, обозначающие инициалы
Томми - Т, J и H
(полное имя - Tommy Jacob Hilfiger).
Красный, белый и синий цвета
напоминают нам Американский
флаг и все что он означает:

- Свободу
- Приключения
- Индивидуальность

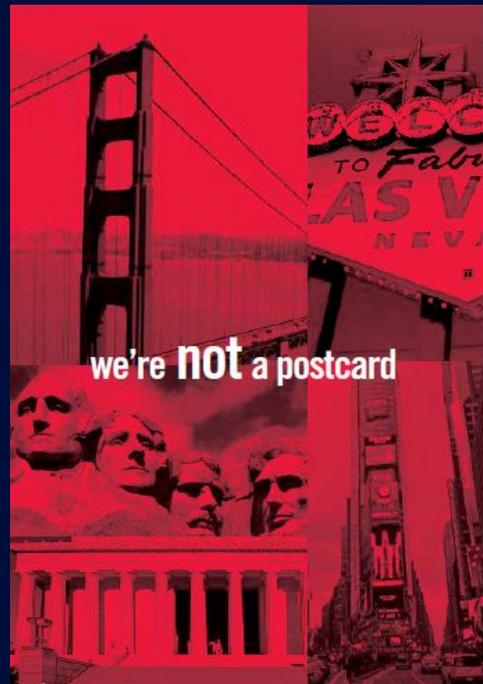
T O M M Y H I L F I G E R

идея бренд

an american

evolution

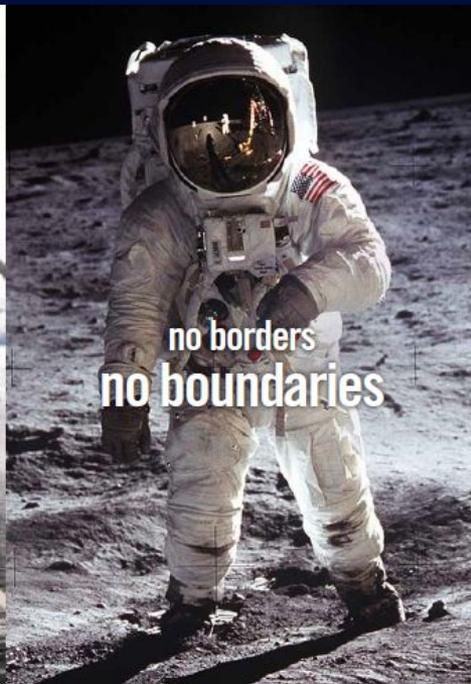
Tommy Hilfiger's America isn't a postcard.
It's a spirit.
It isn't an age either.
It's an attitude:
youthful, confident, classic.
But cool.
How do we keep it going?
How can we take it further?
By being true to who we are.
Not taking ourselves too seriously.
Knowing that our kind of sophistication
requires wit—nonchalant, surprising, twisty.
Optimistic, inclusive, but also cheeky and rich.
Prep with a wink.
Authentic. And Eccentric.
But never staged.
Remember: when no one can copy you
everyone wants to.
Don't think of it as a revolution.
It's just our ongoing
AMERICAN EVOLUTION



we're **not** a postcard



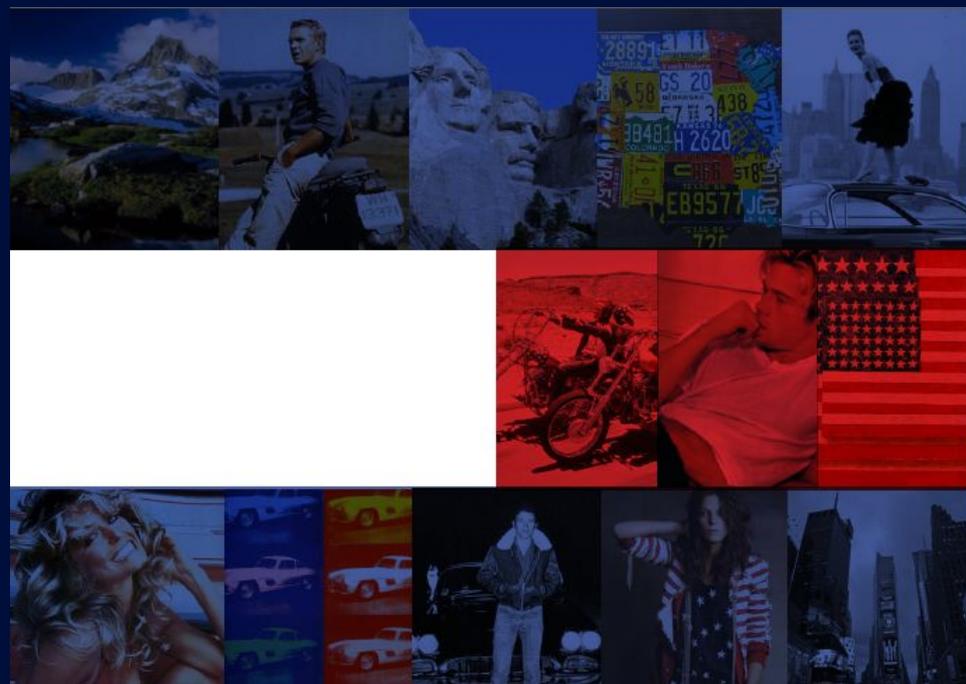
we're a **spirit**



no borders
no boundaries



american classic

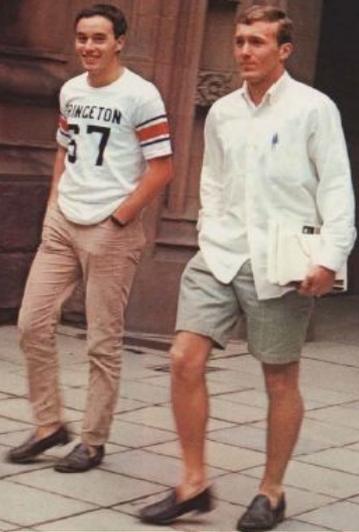


but what makes us **cool?**

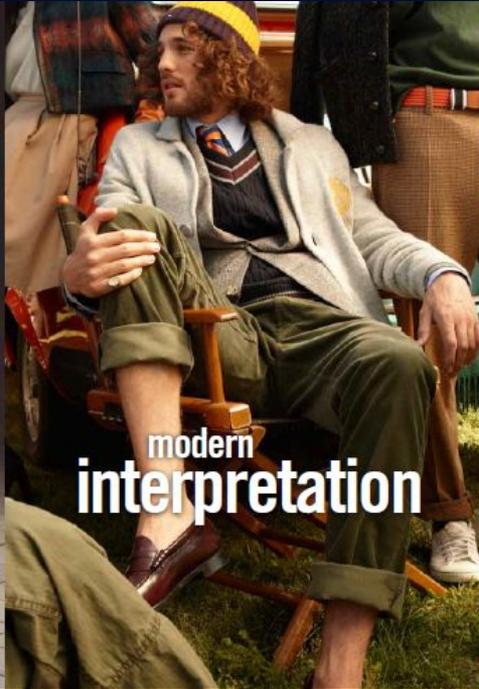


it all starts with **the twist**

classic **inspiration**



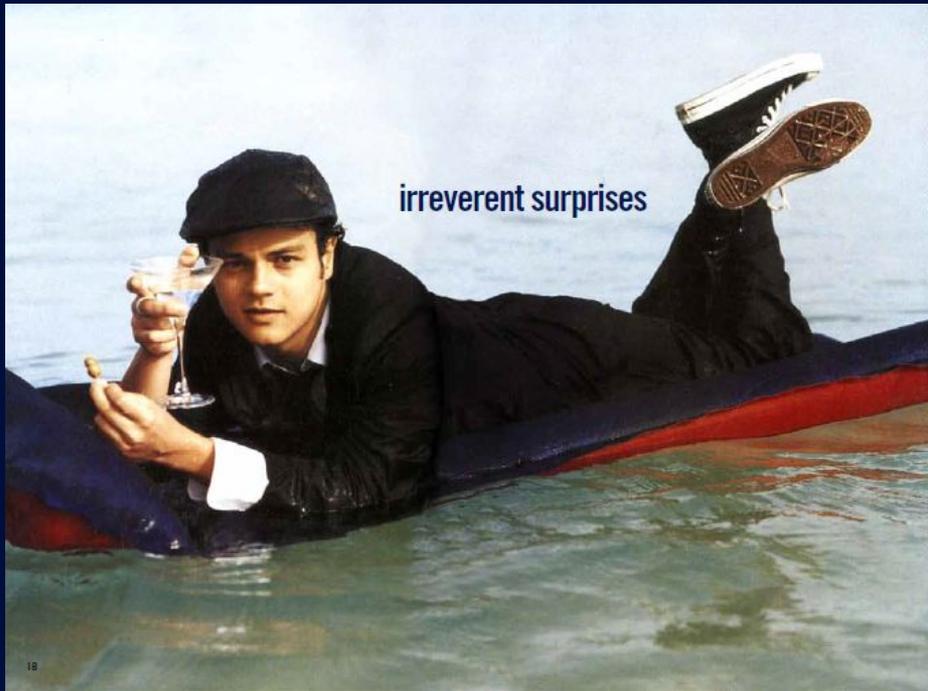
modern
interpretation



a playful **spin**



irreverent surprises



when you least
expect it



it's spontaneous

not cataloguey



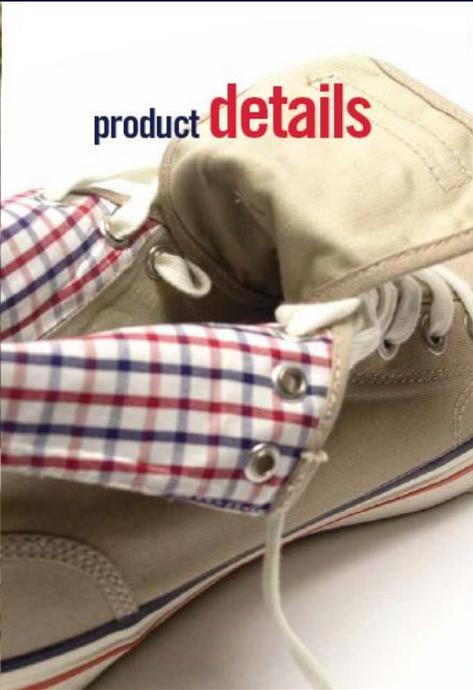
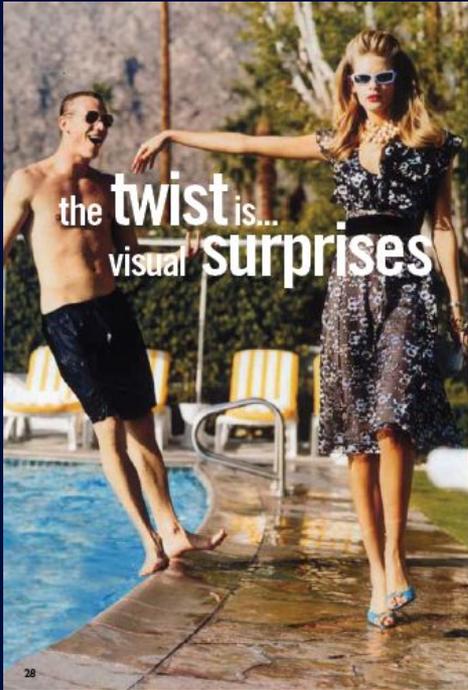
it's
everywhere...
and anywhere





it's **self-expression**







the twist

is interruptive
not disruptive

is elevated
not over our heads

is witty
not silly

is unexpected
not cliché

is smart
not overthought

is emotional
not sentimental

is cool
not cold

is feminine
not girly

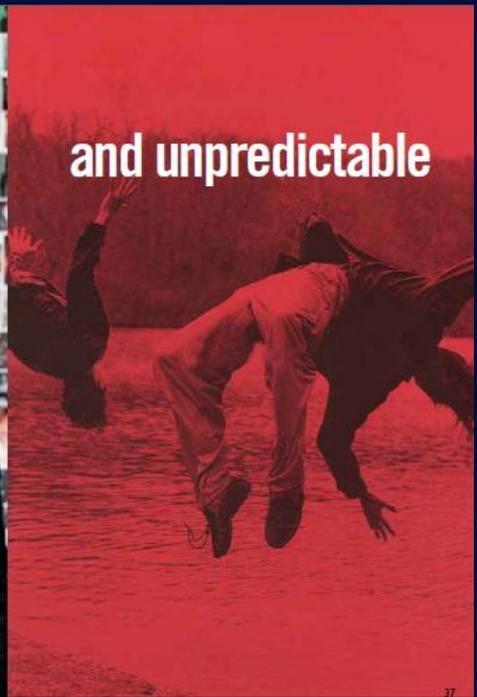
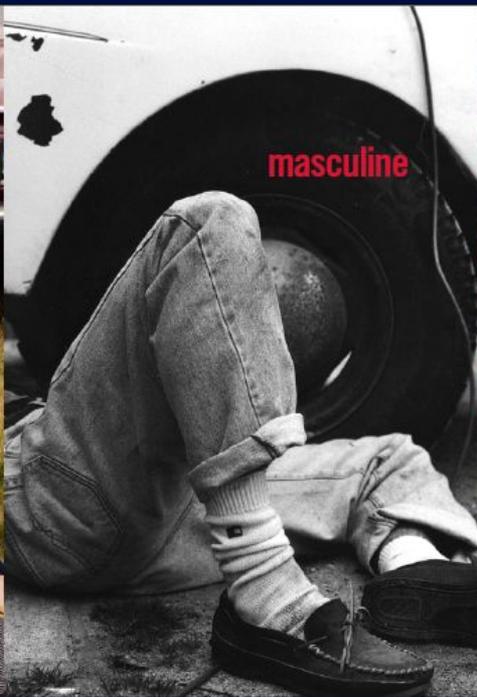
is sexy
not vulgar

is authentic
not staged

is preppy
not pretentious

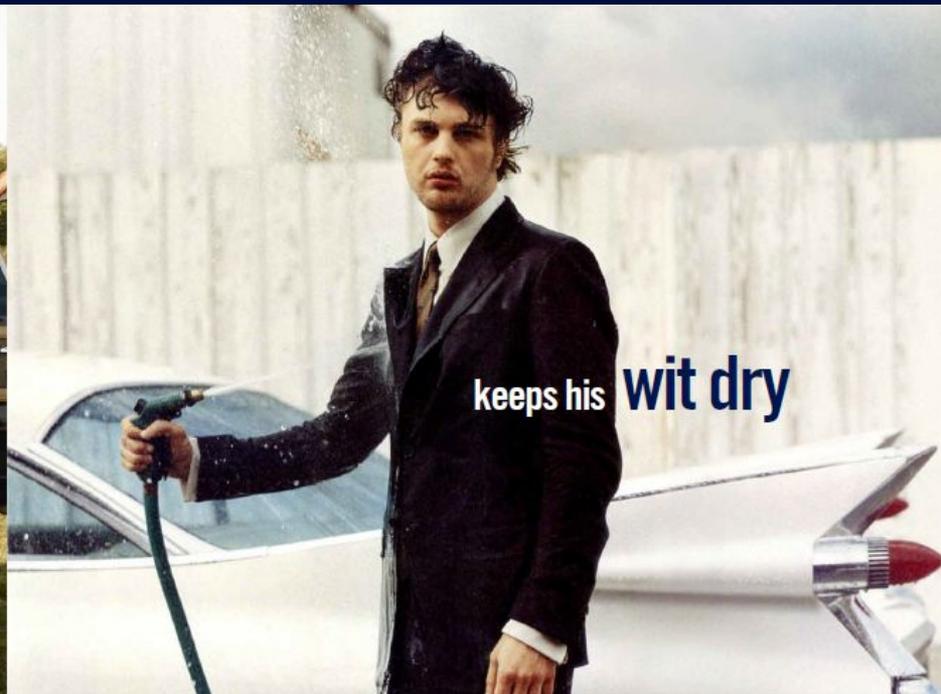
is tommy
not anyone else

THE TOMMY HILFIGER GUY





unguarded



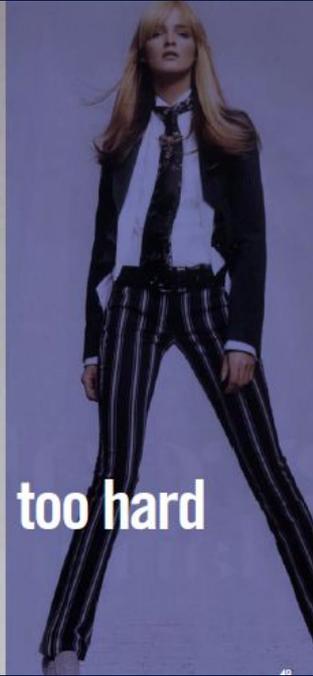
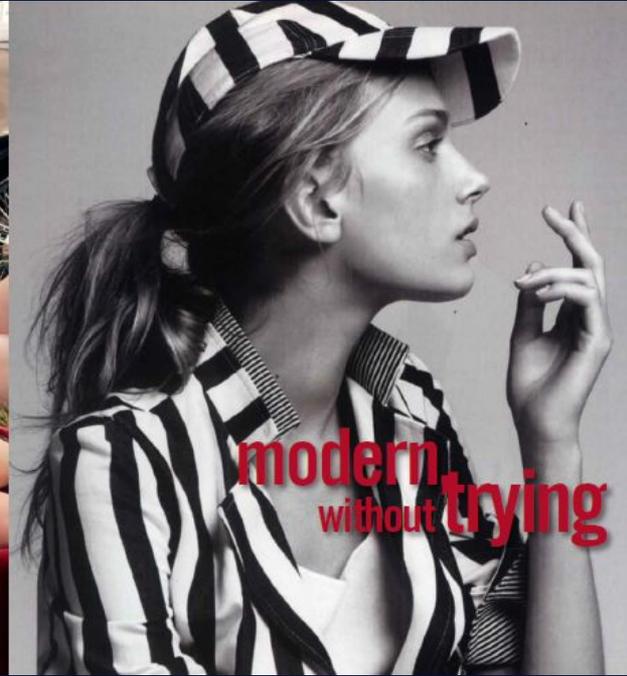
keeps his wit dry

THE TOMMY HILFIGER WOMAN

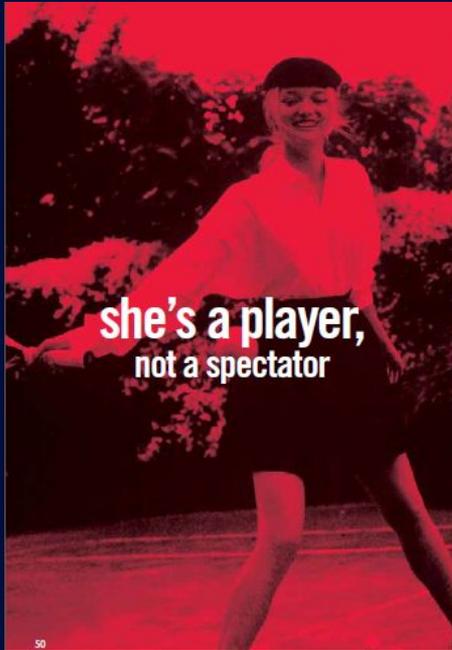


she's
stylish, **free,**
naturally sexy

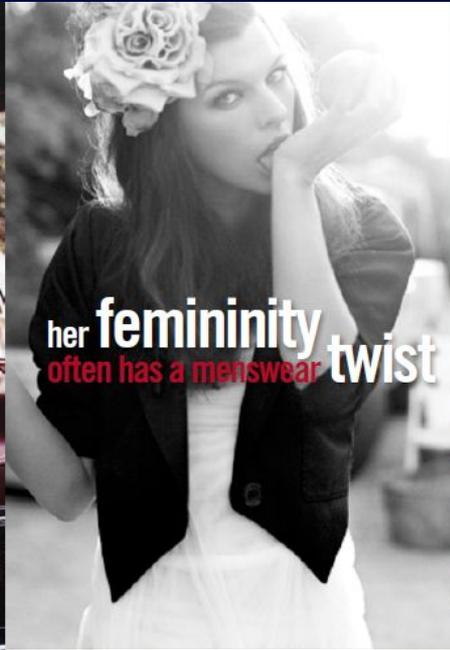




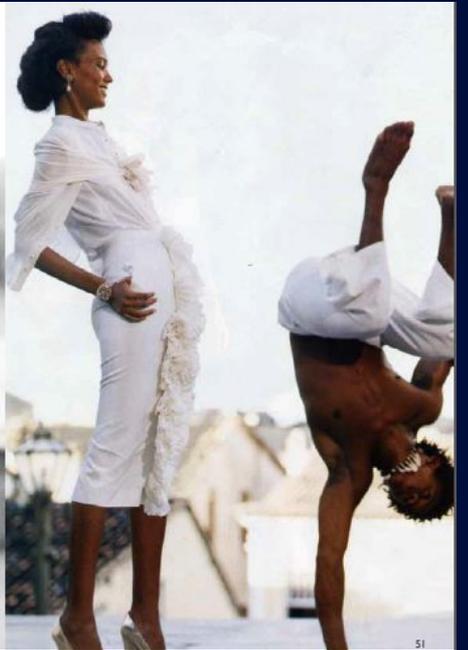
modern
without trying too hard



she's a player,
not a spectator



her femininity
often has a menswear twist

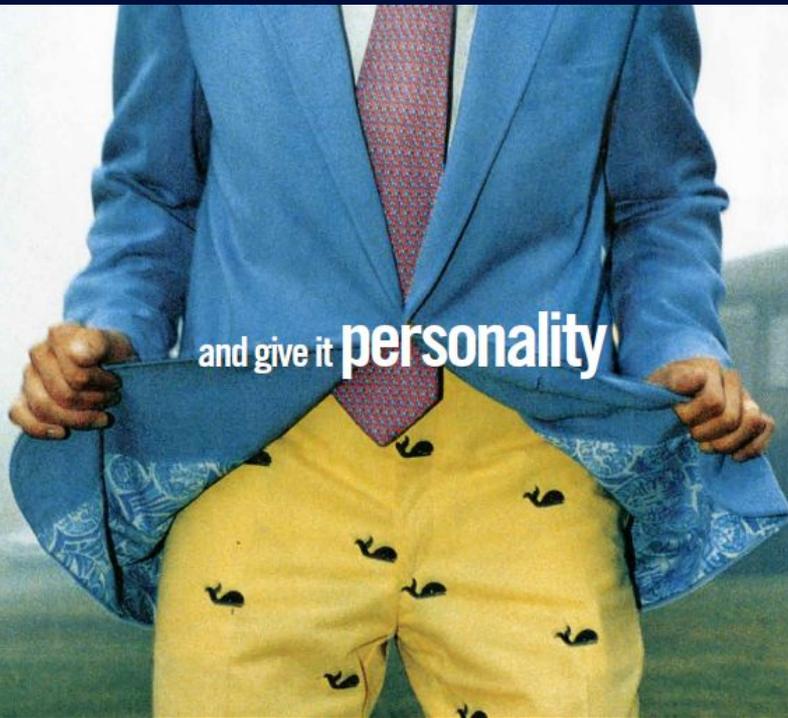




take a **classic** and **make it with a twist**



and give it **personality**



that's what makes
a tommy hilfiger piece
unique





it's trims, linings, silhouettes, washes, hidden surprises



signature details



the green stitch

Originally, it was a buttonhole that celebrated workers and workwear. Every item should have it somewhere.



the ithaca stripe

A classic prep stripe that shows up in unexpected places—a signature that says "Tommy was here."



ПОЗИЦИОНИРОВАНИЕ БРЕНДА В МИРЕ

Позиционирование бренда в мире



