

Tommy Hilfiger

Tommy Hilfiger formerly known as **Tommy Hilfiger Corporation** and **Tommy Hilfiger Inc.** It is an American premium clothing company, manufacturing apparel, footwear, accessories, fragrances and home furnishings. The company was founded in 1985, and today sold its products at airport stores and over 2000 free-standing retail stores in 100 countries. In 2006, private equity firm Apax Partners acquired Tommy Hilfiger for approximately \$1.6 billion and in May 2004, PVH Corp. (NYSE: PVH) (then known as Philips van Heusen) bought the company. Daniel Grieder was appointed CEO in July 2014, while founder Tommy Hilfiger remains the company's principal designer, leading the design teams and overseeing the entire creative process. Global sales in retail through the brand in 2013 were US \$6.4 billion, and \$6.7 billion in 2014.

Tommy Hilfiger Group

Industry	<u>Fashion industry</u> , <u>Apparel</u> , <u>Perfume</u>
Founded	1985
Founder	Designer, <u>Tommy Hilfiger</u> From <u>Amsterdam</u>
Headquarters Of company	<u>Netherlands</u>
Products	Designer apparel, cosmetics, accessories, and homewares
Website	<u>Tommy.com</u>



Fashion designer Tommy Hilfiger was born on March 24, 1951, in New York. Hilfiger has built his brand, using his signature red, white and blue logo, which has become popular among the upper class and the casual buyers. Before making his immensely popular product, he opened several stores in the '70s. It wasn't until 1984, when he was approached to design a men's sportswear line with his name that he took off into the stratosphere of fame and fashion.

Early Life

Fashion designer Tommy Hilfiger was born on March 24, 1951, in Elmira, New York in a working class Irish-American family. His mother, Virginia, worked as a nurse, while dad Richard made watches at a local jewelry store. As a teenager, he began buying jeans in New York City that he remade and sold for a markup in town Elmira. When

he was 18, he opened a store called **The People's Place in Elmira** that sold hippie supplies like bell-bottoms, incense and records. In 1976, Hilfiger fell in love with Susie Carona, an employee at one of his stores. Hilfiger developed a reputation as a hard-working young designer, and was considered for jobs at Perry Ellis and Calvin Klein. What he really wanted, however, was his own label.

Stores

With a head office in Amsterdam, the Tommy Hilfiger Corporation has global flagship stores in the following seven locations:^{[49][4]}

- Fifth Avenue, New York (opened September 2009)
- Champs-Élysées, Paris (opened November 2010)
- Brompton Road, London^[8] (opened August 2011)
- Omotesando, Tokyo (opened April 2012)
- Regent Street, London (opened November 2012)
- Robertson Boulevard, Los Angeles (opened February 2013)
- Shadow,Dusseldorf, Germany (opened August 2013)

In addition to the flagship stores, hilfiger brand has its stroes at Beijing, Berlin,,Buenos Cannes,, Dublin, Florence, Frankfurt, Hong Kong, Istanbul, London, Mexico City, Milan, Moscow, Mumbai, New Delhi, Singapore, Sydney, Vancouver, Thailand Turkey.etc The company often operates hundreds of stores in the larger countries, and the subsidiary Tommy Hilfiger Japan Corp., for example, operates 170 stores with 1,000 employees .

Product lines

Tommy Hilfiger delivers its products worldwide under the Tommy Hilfiger and Hilfiger Denim brands,and also has a breadth of collections including Hilfiger Collection, Tommy Hilfiger Tailored, men's, women's and kid's sportswear, denim, accessories, and footwear. In addition, the brand is licensed for a range of products such as fragrances, eyewear, watches, and home furnishings.

- *Tommy Hilfiger* – the main line of the Tommy Hilfiger Corporation, like the company's other lines it is influenced by classic American fashion. It targets customers in the 25 to 40-year-old range.
- *Hilfiger Denim* – more casual than the Tommy Hilfiger label, it targets both men and women in the 18 to 30-year-old range. Beyond jeans, the line also includes denim separates, footwear, bags, accessories, eyewear, and fragrances.
- *Hilfiger Collection* - intended for women, the clothing line blends with contemporary styles. The clothes are marketed towards women age 25 to 40.
- *Tommy Hilfiger Tailored* - an American menswear line meant to the 25 to 40-year-old demographic. Styles vary from formal suits to casual wear, with a focus on what the Tommy Hilfiger Group website describes as "precision fit,

premium fabrics, updated cuts, rich colors, and required details. It is a tailored line, stitching on orders.

Donations by Tommy Hilfiger And fame

The company donates for the society with the aim of improving residents' access to necessities like clean water, education, and farming techniques. In 2012, The Tommy Hilfiger Corporate Foundation were renamed Tommy Cares, a wider-reaching global initiative that further integrates the brand's non-profit partnerships, charitable contributions, and employee involvement. On a global scale, Tommy Cares continues to support organizations such as Save the Children, the World Wildlife Fund, War Child, and Millennium Promise. Hilfiger and his wife are on the board of Autism Speaks as of 2012, and through the organization, Hilfiger became a sponsor of the Golden Door Film Festival in September 2014.

Fashion Shows & Awards

Tommy Hilfiger had number of fashion shows with world famous models and showcased his collections to the world in all major cities of world and won number of awards.

The following is a selected list of awards and recognitions for Tommy Hilfiger:

- 1995: Council of Fashion Designers of America – Menswear Designer of the Year
- 1997: FiFi Awards – Men's Fragrance of the Year – Luxe, for the fragrance "Tommy"
- 1998: Parsons School of Design – Designer of the Year Award
- 1998: GQ Magazine – Designer of the Year for 'Men of the Year' issue
- 2000: FiFi Awards – Best Marketing Innovation of the Year, for Toiletries for Tommy's (American running series)
- 2002: GQ Germany – International Designer of the Year
- 2002: Drug Abuse Resistance Education – Future of America Award, for philanthropic efforts for American youth
- 2008: Women's Wear Daily – No. 1 Designer and No. 16 Brand in annual "100 List"
- 2009: UNESCO – UNESCO Support Award, for philanthropic efforts
- 2012: Marie Claire Magazine – Lifetime Achievement Award
- 2014: Pratt Institute – Legends Award
- 2019: Council of Fashion Designers of America – Lifetime Achievement Award

Today Hilfiger continues to be the principal designer of his brand, and there are more than 1,400 of his stores in 90 countries. In 2018, he took his "classic American cool" looks in a new direction. He partnered with Runway of Dreams to create a line of adaptive clothing for children with disabilities. Tommy Hilfiger is world famous international brand in the world of fashion.

