

TOMMYLAND

Welcome to Venice Beach. TOMMYNOW is all about the democratization of fashion and we are pioneering the "See Now, Buy Now" movement. Every single piece in this show is shoppable the moment it hits the runway.



TOMMYLAND SNAP:SHOP

The game-changing new image recognition app that lets you shop the #TOMMYNOW looks on the runway (live or online), from ads, or in store. Just snap a pic, add it to your list and it's yours!

TMY.GRL VIRTUAL STYLIST

Chat, get A.I.-powered style advice, and shop instantly on Facebook Messenger.

POP-UP SHOPS

Shop the *TommyXGigi* pop-up, then customize with screen-printing, patchwork designs or buttons for that extra personal touch.

Check out Tommy Vintage by Frankie Collective.

Stop by the Merch Shop for special TOMMYLAND exclusives.

ONLINE

Watch and shop the livestream video on *Tommy.com*, and check back daily for specially curated content.

SOCIAL

Follow @TommyHilfiger and shop our channels including Instagram, Snapchat, Facebook and Pinterest.

Stay tuned for two very special guest performances

ENJOY THE SHOW!



TOMMYNOW

runway.newsroom.tommy.com

@TommyHilfiger

#TOMMYNOW

#TOMMYXGIGI

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TOMMYLAND

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SPRING 2017
WOMEN'S
RUNWAY SHOW

#TommyNow

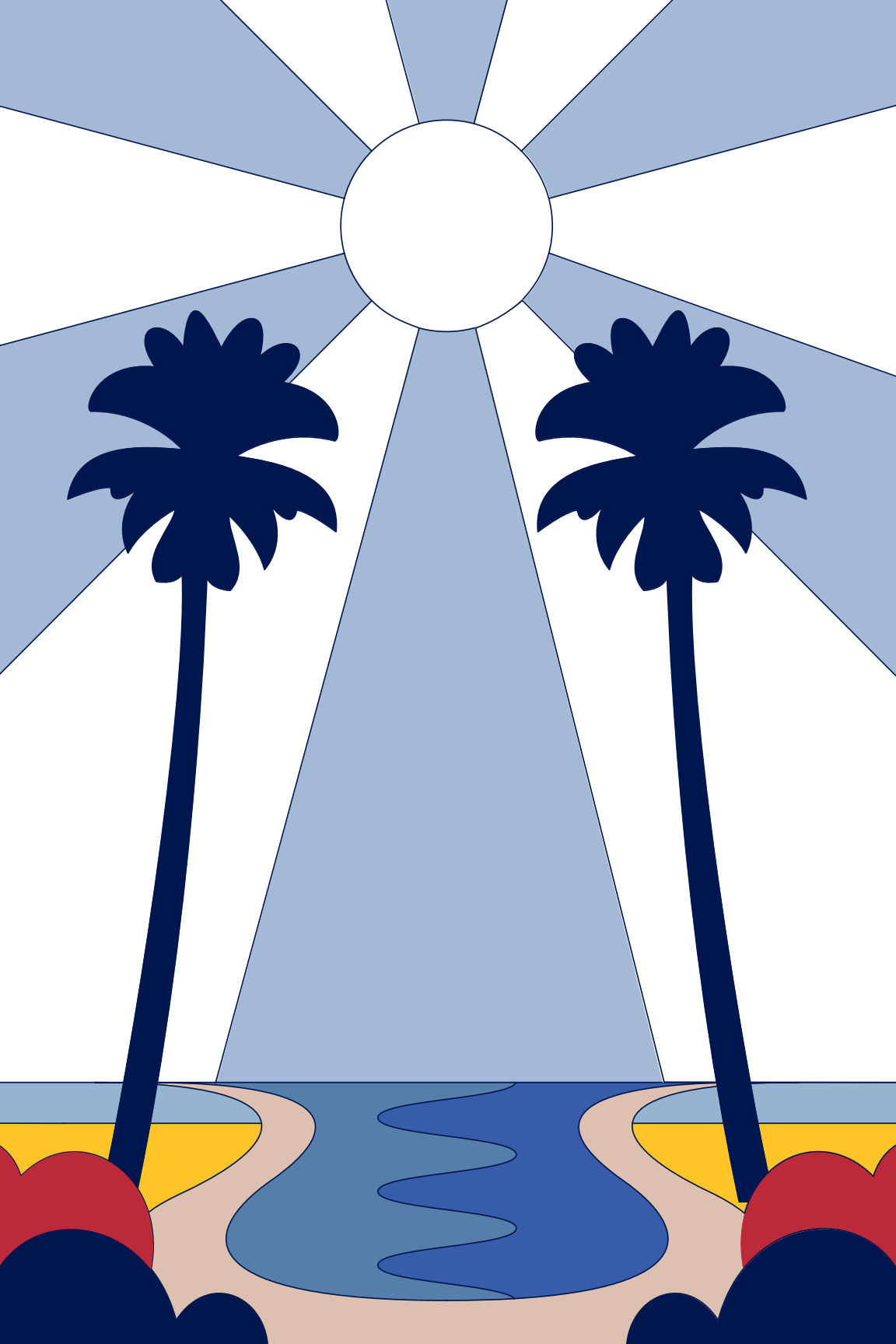
FESTIVAL FEVER

The “See Now, Buy Now” movement hits the beach and we’re giving instant access to our Spring 2017 *Hilfiger Collection* and *TommyXGigi* capsule.

We were inspired by California—the youthful attitude, the laidback lifestyle, and the spirit of festivals where music and style collide with our own pop culture heritage. Our take is a greatest hits of Americana with lots of denim, nods to western culture and patches to make things personal.

As the sun goes down, we celebrate the ultimate fashion festival and the freedom to mix things up in a way that makes *you* feel great. Welcome to TOMMYLAND.

Tommy Hilfiger



1. GIGI

patchwork jacket gigi hadid
★ viscose patchwork top gigi hadid
★ biker leather trouser
★ high cowboy boot

2. BELLA

cotton pique cropped polo gigi hadid
★ viscose patchwork pencil skirt gigi hadid
★ high cowboy boot

3. YASMIN

punto di roma dress gigi hadid
★ high cowboy boot

4. JOAN

oversized patchwork shirt gigi hadid
★ high cowboy boot

5. BLANCA

denim bomber gigi hadid
★ cotton printed t-shirt gigi hadid
★ leather mini skirt gigi hadid
★ high cowboy boot

6. SELENA

cotton printed vest gigi hadid
★ lace-up leather shorts
★ high cowboy boot

7. DEVON

bomber gigi hadid
★ striped bikini gigi hadid
★ canvas backpack gigi hadid
★ textile sneakers gigi hadid

8. SORA

stars and stripes t-shirt
★ girlfriend fit jeans gigi hadid
★ high cowboy boot

9. ALICIA

cotton sweatshirt gigi hadid
★ striped bathingsuit gigi hadid
★ textile wedges gigi hadid

10. CAMILLE

denim shirt gigi hadid
★ denim bathingsuit gigi hadid
★ leather mini skirt gigi hadid
★ aviator sunglasses gigi hadid
★ high cowboy boot

11. VALERY

cotton cardigan gigi hadid
★ triangle bra
★ lace-up leather shorts
★ bikini brief
★ necklace gigi hadid
★ high cowboy boot

12. SARA W.

tommy cotton blend cardigan
★ cotton poplin regular fit shirt
★ lace-up leather shorts
★ high cowboy boot

13. HAILEY

oversized sweatshirt gigi hadid
★ canvas tote bag gigi hadid
★ high cowboy boot

14. TAMI

denim trench gigi hadid
★ triangle bra
★ lace-up leather shorts
★ bikini brief
★ high cowboy boot

15. ROMY

cropped bomber gigi hadid
★ triangle bra
★ skinny fit jeans gigi hadid
★ bikini brief
★ textile sneakers gigi hadid

16. STELLA

cropped polo shirt gigi hadid
★ flared striped jeans
★ high cowboy boot

17. EMM

denim shirt gigi hadid
★ denim bathingsuit gigi hadid
★ canvas tote bag gigi hadid
★ textile sneakers gigi hadid

18. DILONE

cropped striped jacket
★ triangle bra
★ skinny fit jeans gigi hadid
★ bikini brief
★ high cowboy boot

19. WALLETT

cotton cropped hoodie gigi hadid
★ striped cotton shorts
★ aviator sunglasses gigi hadid
★ high cowboy boot

20. SHELBY

cotton sweatshirt gigi hadid
★ striped wide leg trouser
★ high cowboy boot

21. JESS

silk chiffon printed blouse gigi hadid
★ striped cotton shorts
★ high cowboy boot

22. KIRIN

silk chiffon dress gigi hadid
★ tommy cotton blend cardigan
★ high cowboy boot

23. MAARTJE

pure silk printed maxi dress gigi hadid
★ ankle cowboy boot

24. MICHELLE

metallic leather jacket
★ pure silk printed maxi skirt gigi hadid
★ triangle bra
★ bikini brief
★ ankle cowboy boot

25. ALANNA

denim jacket
★ off-shoulder sequin bikini
★ biker leather trousers
★ cowboy slip-on shoe

26. ONDRIA

cowboy leather jacket
★ contrasting sleeve t-shirt
★ denim patch shorts
★ ankle cowboy boot

27. GRETA

cotton patchwork t-shirt
★ metallic leather skirt
★ cowboy slip-on shoe

28. SAMILE

patchwork jacket ★ cropped t-shirt ★ metallic leather skirt ★ double buckle sandal

29. BRITTANY

metallic leather bomber jacket ★ macrame back swimsuit ★ denim patch shorts ★ cactus leather bag ★ cowboy slip-on shoe

30. LINEISY

stars and stripes t-shirt ★ metallic fringe dress ★ high cowboy boot

31. JIYA

tommy cotton blend cardigan ★ triangle bra ★ metallic leather skirt ★ bikini brief ★ high cowboy boot

32. PAULINE

tommy cotton blend jumper ★ denim shorts gigi hadid ★ high cowboy boot

33. JESSIE B.

patchwork jacket ★ sleeveless t-shirt ★ denim maxi skirt ★ high cowboy boot

34. YSAUNNY

denim shirt ★ flag detail bralette ★ silk shorts ★ flag print bikini brief ★ cotton tote ★ cowboy slip-on shoe

35. YOON

patchwork star sweatshirt ★ embroidered shorts ★ high cowboy boot

36. SARA S.

stars and stripes cropped tank ★ lace-up leather shorts ★ high cowboy boot

37. ROOS

stars and stripes sweatshirt ★ flared striped jeans ★ high cowboy boot

38. ROMEE

cotton blend bodysuit ★ high cowboy boot

39. AIRA

cotton blend varsity jacket ★ flag pattern bralette ★ flag print bikini brief ★ high cowboy boot

40. JAC

signature stripe hoodie ★ flag pattern bralette ★ stars and stripes shorts ★ flag print bikini brief ★ leather boot gigi hadid

41. INE

sleeveless t-shirt ★ embroidered chinos ★ aviator sunglasses gigi hadid ★ cactus leather bag ★ cactus design sandal

42. JING

cactus design jumper ★ fringe vest ★ denim patch shorts ★ cowboy slip-on shoe

43. JULIE H.

patchwork jumper ★ flared patched jeans ★ cotton tote ★ cowboy slip-on shoe

44. LUPING

oversized jacket ★ macrame back swimsuit ★ denim patch shorts ★ ankle cowboy boot

45. JOAN

patchwork swimsuit ★ cotton tote ★ double buckle sandal

46. VANESSA

hooded sweatshirt gilet ★ macrame back swimsuit ★ cowboy slip-on shoe

47. YASMIN

off-shoulder sequin bikini ★ cotton patchwork tote ★ double buckle sandal

48. KIKI

sleeveless top ★ flared patched jeans ★ cactus leather bag ★ cowboy slip-on shoe

49. SORA

denim gilet ★ printed swimsuit ★ metallic leather skirt ★ ankle cowboy boot

50. ADRIENNE

floral silk dress ★ cotton shirt ★ ankle cowboy boot

51. SELENA

color-blocked floral dress ★ cactus leather bag ★ cowboy slip-on shoe

52. CAMILLE

silk striped maxi skirt ★ cotton heart t-shirt ★ high cowboy boot

53. ALICIA

silk striped maxi dress ★ metallic fringe tank top ★ high cowboy boot

54. BELLA

silk maxi dress ★ tank top ★ double buckle sandal

55. GIGI

patterned maxi dress ★ cactus leather bag ★ double buckle sandal

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