Tommy Hilfiger

In this research paper, I’ve decided to write about Tommy Hilfiger, designer and founder of the clothing giant Tommy Hilfiger. There are many reasons why I chose Hilfiger as my designer topic but ill break it down to about three main reasons his designs are my favorite. The reasons why I like Tommy Hilfiger is how he creates his designs for all his clothes, his brand is the most popular out right now surpassing Polo Ralph Lauren in popularity. Also without bias or special treatment, I used to work for Tommy Hilfiger main store in downtown New York City.

Tommy Hilfiger was born on March 24, 1951, he started his career in designing clothes when he started his first clothes chain store called people’s place. As he was working here he designed the “preppy” look that made his brand so famous, he ran this company from the early 70s till about 1983 when he started to created his namesake brand in 1984. Once his brand was created it skyrocketed in the early 90s with countless music artists, Aaliyah marketed the brand the most and she was the most popular R&B artist of the 90s. In 2006, after so much success from his company he sold it to Apax Partners for 1.6 billion dollars, four years it was sold again for twice the price of 3 billion dollars.

I selected Tommy Hilfiger because he is most likely different from any other designer any other student chose. I wanted to go a different route and not go with guys that are synonymous with communication design 100%. I feel that Tommy Hilfiger’s designs for his clothes are so unique that his brand has been able to stay alive and popular for years. I also picked Hilfiger because I used to work for the company two years ago and I was a specialized Tommy Hilfiger associate which meant I knew the most about the product and I would have customers come in every day to specifically see me. Lastly, I believe when it comes to the culture of design and clothes with everything in between, Tommy Hilfiger is up there when talking about the top brands in the united states.

When it comes to communication design, your talking about different elements and different factors that come along with it. Many advertising companies and clothing companies work together in conjunction to get their products out there for the public to buy. Tommy Hilfiger had to build his company from the ground up with hard work and dedication unlike the few that don’t have the drive. Selling your company for about 1.6 billion dollars then watch it double in price when sold again. In an interview with CNBC he said that you must have these three elements to succeed in any business that includes communication design. The first element he spoke about is you must have a strong circle and mentors, in any business you must surround yourself with a circle of people that will only bring you positive results instead of someone who can be a bad investment to your life.

The second element he spoke about was the obsession he has with numbers. To interpret this, Hilfiger spoke of “knowing your company’s numbers inside and out”, when working for the store two years ago we had to push the product as fast as possible, so the numbers were great. What goes along with those numbers is a team that put an advertising plan together with marketing, designs for the clothes themselves, and how you go about selling your product to consumers. In communication design, it may not be so much the money-making part of the equation, but the marketing and advertising are where it lies.

The third element he spoke about was having a good product and putting passion behind it. In any project you commit to, whether it’s a solo job or a team job with other creatives, one must understand where your heart aligns within this work. Tommy Hilfiger spoke about it, if you have an idea and you feel passionate about it then go for it in which he is 100% correct. Many people on this earth can do well and put their ideas out on the front street, but many are too afraid or don’t have the passion to go through with it and only wish their fortunes would come to them by some divine intervention. You must work hard in this life nothing is given to you on a plate. You need that passion to succeed in life.

Tommy Hilfiger doesn’t have artworks like a lot of communication design artists because he designs clothes however I can explain to you some of the fashion shows he had to show some of his clothes designs. In a 2015 fashion show in New York on the Upper East Side, Hilfiger showed off a “game day” like experience with a super bowl theme. In 2016, his fashion show had a Caribbean theme showing models like Gigi Hadid parading around in the Caribbean like clothes blasting to Bob Marley. From that show, he went a completely different route after that show. In 2016, on the New York South Street Seaport, he created a naval army type show with models spread across the boat. This design and show prompted the first collaboration with Tommy Hilfiger and Gigi Hadid, the entire seaport was made into a little festival-type atmosphere by calling it “Tommy Pier”. All three of these fashion shows had different themes but each had a purpose in showing its designs in different settings. Most fashion shows are built in a way where setting is most important if the design of the clothing and setting don’t match together it would just create chaos.

Hilfiger’s designs are simple in how they look, most clothing companies that I’ve seen in my lifetime had tried to mimic the “preppy” look but it couldn’t match his style. It wasn’t up until a couple years ago that Tommy Hilfiger as a brand became popular again, for years people didn’t like the product due to out of style and out of touch designs that weren’t the old school look that everyone loved. As a designer, you must take risks with all the designs you come up with and Hilfiger felt with the sale of the company to PVH it brought the company to new heights. Having new minds controlling the company bringing up the brand’s new ideas while remixing the old 90’s preppy look into a more modern and cooler look where it still has its Tommy Hilfiger look.

In Conclusion, I believe that Tommy Hilfiger in the designer community played a big part especially when competing with other brands for supremacy. Tommy Hilfiger went through a rise and fall and then a sudden rise again due to popularity, controversy, hard work, and grit to bring yourself back into contention for the best brand. I can make as many points as I can as to how communication design and Tommy Hilfiger relate but condensing it in one simple statement, most ideas that are created aren’t made overnight. It takes a team and passionate people to make any design company work. Incomplete work along with the drive to do less than others while taking all the credit, in the end, doesn’t help you at all.

MLA Sources

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TOMMY HILFIGER CLOTHES DESIGNS



 

 