

A
WHIRLWIND
OF
REVITALIZATION

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

[#RevitalizingTheAmericanDream](#)

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Brand Proposal

Tommy Hilfiger & label Tommy Jeans

As a global powerhouse, American brand Tommy Hilfiger has continued to push for innovation through all outlets using a multitasking strategy approach. In this approach, Tommy himself has stated that he believes in the acronym F.A.M.E. standing for fashion, art, music, and culture. The strategy has been effective in creating experiential and memorable events that not only promote the brand's products but create engagement with consumers.



Standing in 2020, the future within the next ten years will see a retail environment move beyond the simple selling of products and transform to offering immersive experiences that consumers want to visit and enjoy.

Developing a creative and innovative forward-thinking brand concept showed that Tommy Hilfiger was the appropriate candidate to produce an immersive brand activation experience centered on the future of young American Alphas. The brand continues to be open minded, innovative and puts youth and culture at the forefront of its development and production.



Future Concept

The Whirlwind of Revitalization Exclusive two-day event held across four states in partnership with the young Tommy Icons Panel was applicable to Tommy Hilfiger in terms of the already explored innovation surrounding how the brand sees its future itself by maintaining a competitive edge.

Brand activation generates awareness and builds lasting connections through interactive engagement with the audience. Tommy Hilfiger has admirably been exploring this technique as seen in its latest Spring 2020 collection that moves beyond clothing seasons and produces an experience that welcomes a multigenerational following.

Exploring the concept around #RevitalizingTheAmericanDream signified that a brand needed to be inclusive, diverse, innovative, and openminded to explore the possibilities of the future.

Understanding who Tommy Hilfiger is as a brand and the strong foundation for a modernized American spirit provided as a welcoming and positive fit for the successful development of pushing the concept forward in creating an engaging event explored through the ideas of the young American Alpha generation.

Tommy Hilfiger Consumers

The classic American heritage of Tommy Hilfiger draws upon current consumers between the ages of 25-40 years-old. Offering products for men, women, and children in addition to accessories and lifestyle commodities (PVH, 2020). Directly speaking about the Tommy Jeans label exclusively adapted in honor of the Whirlwind of Revitalization American event, currently focuses on classic denim with an edge, aspiring the youth to embrace a brand with a rich heritage but also a modern aesthetic feel. The target audience is those between 18-30 years-old.

Moving with a forward-thinking approach, the future consumers for Tommy Hilfiger apply the sense of fashion for all. By stating that, the proposed brand concept has created an event not only designed with learning to understand, engage, and grow with American Generation Alphas on their way to adulthood. But also look towards a future in breaking barriers to become more varied across ages, gender, and style. This is seen through the added personalized and custom features available with the Tommy Jeans exclusive pop up showing shop at the event.

The goal for Tommy Hilfiger when it comes to future consumers is creating better brand loyalty earlier on. Now focusing on a target audience for the growing diversity in America through Generation Z (1996-2009) and Generation Alpha (2010-2025). This would be initiated with Alphas through their parents building increased loyalty until they become purchasers themselves.

Macro Trends Informing Concept Design

Major macro-environmental trends have shifted consumer behavior and are a growing force for change as Generation Alpha continues to be born and develop their own set of values and beliefs. The trends for this growing young group of consumers that have both informed and inspired the proposed concept for Tommy Hilfiger started with the need for experience. Brands are having to think strategically and more innovative than ever as they look for new



ways to provide a meaningful experience for consumers to enter their store locations.

Continuing, widespread trends within the United States and on a global scale consisted of four major factors.

- **Advancing Technology**
- **Environmental Concern**
- **Gender-neutral Society**
- **Family & Community**



Other inspired considerations developed within the brand concept explored the understanding for consumers wanting more personalization which was then developed within the Tommy Jeans limited edition for the Whirlwind Revitalization event.

Furthermore, in choosing to expand the concept to four states across the West and East Coasts allowed for the focus on convenience and community by bringing

better experiences closer to consumers' home locations. An important and noticeable trend moving forward as the behavior toward wanting local engagements and areas to relax or shop becomes much more widespread among Americans.

To successfully adapt to these macro trends, the proposed Tommy Hilfiger brand concept initiative is designed with artificial intelligence in mind to ensure the experience of the consumer fully allows them to feel understood and satisfied. While building a more cohesive production cycle as a brand.

AI Ability Targeting Consumer Preferences:

- Locate best location in state
- Adapt event preferences to match
- Build loyal relationships with consumers

Personalization, Customization & Environment:

- Local offerings and fitted product choices
- Ease ability and convenience
- Customize products on site
- Circular production and offering built in

Proposed Concept Launch

As researchers and brands are just now beginning to understand and further develop strategies to reach Generation Alpha, along with the United States embattled in political differences. The proposed brand concept could have benefited from production taking place this summer of 2020. However, a more accurate prediction and further developmental outreach will propel this event experience to be fully conceived and rolled out the following year for the summer of 2021.

In the campaign for #RevitalizingTheAmericanDream the highly anticipated festival four-week experience would be initiated with a May 2021 one-month-long social media campaign.

Campaign Strategy:

- Instagram, Twitter, YouTube and TikTok platforms
- Launch for 'The Future is YOU'

Approved parent permission and participation for children 8-10 years old giving Tommy Hilfiger their idea of, 'What the American dream means to them and their future?'

End of May 2021:

- Tommy Hilfiger's marketing team will choose a diverse selection of 10 children to form the young Tommy Icons Panel.
- The panel will provide essential details for how and what to create for Alphas when it comes to a one-of-a-kind brand experience event.

Event Kick-offs in August 2021:

Starting location in Long Beach, California at Shoreline Park for circular pathway significance displaying the positive and environmentally friendly future forward for the community and as a brand.

Followed by locations selected in:

Texas
Florida
New York

Tickets:

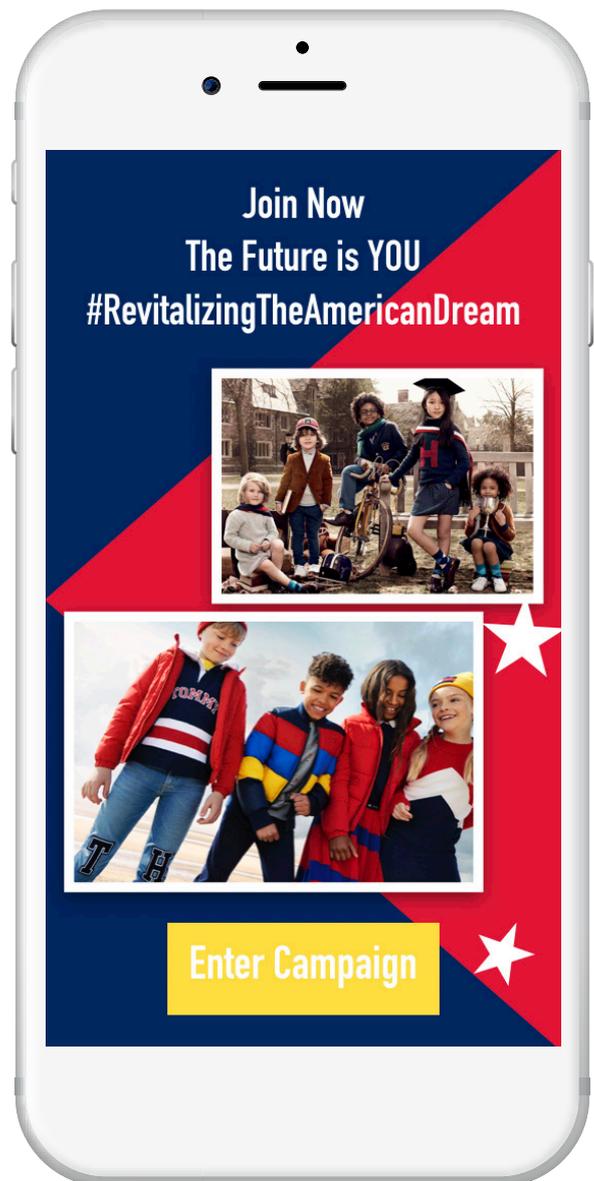
Tickets will be served on a first come first serve basis until maximum event capacity is reached. Prices will be the same for each state at \$55 or a family package for \$75 each. These will go for sale online in June 2021.

Tommy Jeans:

Throughout the lead-up plan, limited edition Tommy Jeans products will be exclusively designed for the August 2021 catwalk showing and pop up shop collection held at each state location.

Additionally, bringing together a localized and community filled experience the Tommy Hilfiger team will be searching and reaching out to local catering brands and artists to collaborate with ahead of the events.

The function and purpose of Revitalizing the American Dream are centered on the goal of attracting and celebrating people through the spirit of a loving pop culture brand with a rich heritage that stays true to itself.



Increasing Communication and Brand Values for Tommy Hilfiger

Tommy Hilfiger has put innovation at the forefront, becoming a recognized global brand that shares its take on premium American styles worldwide. Increasing the communication and values of the brand is essential and with continued innovative thinking and experimental projects designed with diverse consumers in mind, the brand is able to come to life.



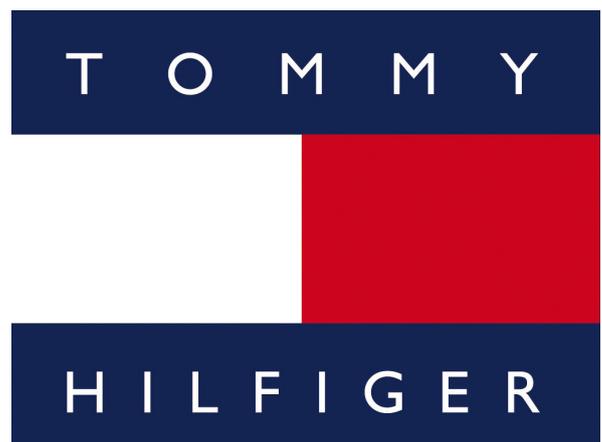
The brand concept tagline is essential and specifically states to 'Revitalize the American dream.' This enhances new generations moving forward into the future by shifting from a retail focus of the right products to one of the right experience for the consumer.

Being recognized as a proud, rich heritage, and innovative telling brand, Tommy Hilfiger's brand values are highly enhanced by taking risks and creating multitasking and meaningful opportunities for an array of consumers.

The use of the Tommy Jeans label further pushes these brand values by taking a simple American product and transforming it into one fit and filled with diversity. The concept moves forward in creating better brand awareness, engagement, entertainment, and memorable experiences for the brand within its place of birth and beginning success.

Through the lead up social media campaign for the Tommy Icons Panel and throughout the events taking place, Tommy Hilfiger is not only attracting a wider, new, and multigenerational American audience, but expanding on its loyalty and future as a brand choice within all of its product offerings.

Stating this, Tommy Hilfiger will carry on success by adapting, engaging, and remaining focused when it comes to being distinctive, unusual, disruptive, and always ahead of the competition.



Appendix Brand Concept Presentation



THE FUTURE OF INNOVATION



Mommy And Me — encing: The Latest eration Alpha Trend

"I would rather have
an iPad, better than a
dog." – Alfred, Alpha
kid

Christine Michel Carter Contributor @
ForbesWomen
I write about how today's parents balance work and life.

"This newest American generation displays unprecedented diversity in almost every dimension one can examine — ethnicity, nativity, income, family arrangements, you-name-it."

— ELWOOD CARLSON, DEMOGRAPHER AND PROFESSOR OF SOCIOLOGY

Gen Alpha on the footsteps of YouTube and Instagram creators, 55% of them want to buy what influencers wear



Meet Gen Alpha: Tiny Tech Titans with Big Brand Influence



AD-TECH

No Kidding: How kids influencers in the age group of 6-12 are wooing brands

SALES & MARKETING | MARKETING

Here Comes Generation Alpha: How to Reach the Newest Cohort of Big Spenders

Liz Papagni — October 15, 2019

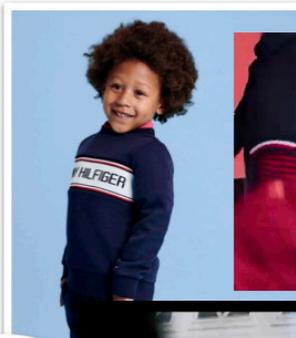
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-2-

REVITALIZING THE AMERICAN DREAM

WHAT DOES
AMERICA'S GEN ALPHA
FUTURE LOOK LIKE?

- Tech
- Environment Concerns
- Gender Neutral
- Community



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-3-

TOMMY HILFIGER

East Coast Meets Pop Culture
F.A.M.E.
Fashion Accessible to All
Show Now, By Now
Keeping True to Brand DNA
Be Sustainable



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-4-

WHIRLWIND OF REVITALIZATION

Immersive Brand Activation
Tommy Festival
Following F.A.M.E. Theme
2-Day Event Over 4 Weeks
California, Texas, Florida, and
New York



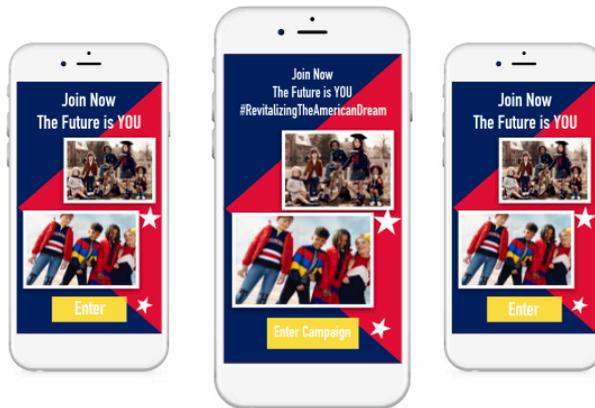
Signifying a circular world
for the future of Tommy
Hilfiger and the community.

- Environment
- Diversity
- Engagement

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-5-

TOMMY ICONS PANEL



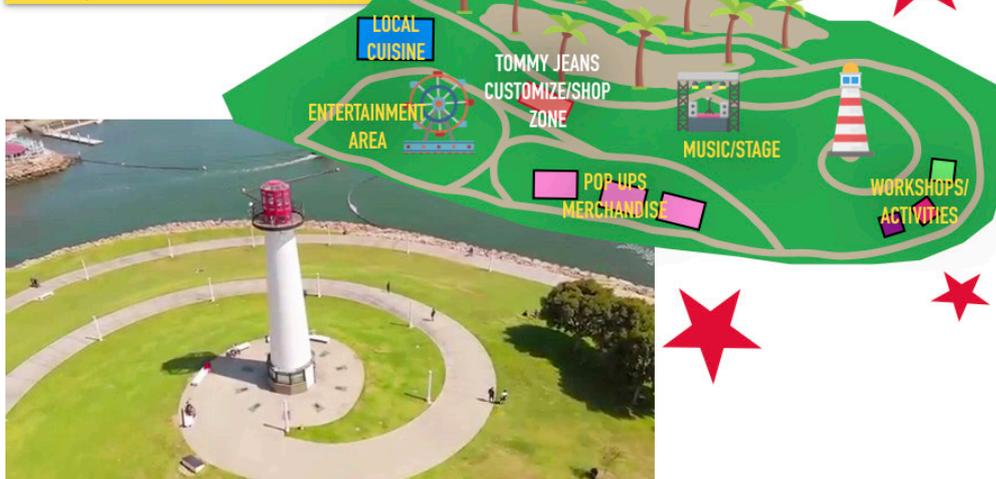
1 Month Social Media Campaign Search
Featured on Instagram, Twitter, YouTube & TikTok
Requesting American Alphas Help
Building Event Design & Development
Understand & Engage with Them on Journey to Adulthood
Build Brand Loyalty

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-6-

TOMMY KICK-OFF FESTIVAL

Initiate West Coast
Shoreline Park, Long Beach, California
Location Significance for Circular
Pathway Towards Positive Future



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-7-

INNOVATION TRANSFORMING FASHION



Tommy Jeans Limited Icons Collection
100% Sustainable
Inclusive for All
Catwalk Showing
Event Pop Up Shop
Available Customization Art & Patchwork



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-8-

TOMMY HILFIGER



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References

PVH. (2020). Tommy Hilfiger. [Online]. Available at: <https://www.pvh.com/brands/tommy-hilfiger> [Accessed 27 February 2020].