**TOMMY X TIMBERLAND - DROP 2**

**PRESS KIT Q&A**

**Tommy Hilfiger**

**Founder and Principal Designer**

1. **How does the *TommyXTimberland* Drop 2 relate to Drop 1?**

**TOMMY:** Where the first drop was a nostalgic celebration of the past that spotlighted archival icons from the ‘90s, the second drop is all about looking forward and creating the icons of the future. For this drop, we have taken the best of the past, and used the innovations we have today to create and champion a shared vision of the future to pass on to future generations – one rooted in sustainability and style. Culture created our icons, and now we are making them better together.

1. **Why is sustainability important in this collection and what makes Timberland a good partner in working towards Tommy Hilfiger’s sustainability goals?**

**TOMMY:** At Tommy Hilfiger, our mission is to become a leading sustainable designer lifestyle company that “Wastes Nothing and Welcomes All,” so it was important to us to partner with a brand that shares our values and ambitions. Timberland is also passionately dedicated to sustainability which made them a great match for us as we continue this journey. As well as an exciting collaboration in terms of design, our brands share values including a commitment to eco-innovation which lies at the heart of the partnership. Thiscollaboration is all about finding solutions that reduce the ecological footprint of the fashion industry and that could change the world of fashion for the better. Sharing our brands’ technical expertise and enthusiasm for sustainable innovation has been a great learning experience and helped us to further push our boundaries.

**Lee Holman, EVP, Global Creative Director, Tommy Hilfiger**

**&**

**Christopher Raeburn, Global Creative Director, Timberland**

1. **What was the inspiration behind the Drop 2?**

**LEE:** Conscious design to create tomorrow’s icons is at the center of the capsule, combining innovative fabrics through heritage patterns and craftmanship for the modern streetwear explorer. We’ve taken inspiration from nature and the environment which is visible through the natural dye colors in our T-shirts, and the tonal camouflage in sandalwood beige, light blue and white.

**CHRISTOPHER:** We’ve designed the collection for an eco-minded and modern-day explorer, focusing on versatility, utility, responsibility and of course, style. If the first drop was about the mix of past and present, this second collection is all about the future – considering how we can explore and enjoy while reducing our impact. I really like the term “future proof” in thinking about the choices we make and the products we design.

1. **What are some of the most important sustainable elements of this capsule?**

**LEE:** We wanted to incorporate a fully circular approach into our design so eliminating waste was one of our key priorities. For example, the puffer jackets are filled with a mix of off-cuts from liability fabrics – surplus fabrics given a second chance – blended with at least 65% EcoLoft™, a bio-based and recycled down-like synthetic fiberfill which is visible through the translucent material. We also designed for ‘no end of life’. The camo coats, jackets and trousers are made with black label GORE-TEX fabric, which has to meet stringent design requirements in terms of sustainability and impact.

**CHRISTOPHER:** It’s exciting to me when we can push the boundaries of what we do with natural materials while also preserving technical performance. By using responsible natural rubber throughout this collection, we’re helping we’re helping to protect wildlife biodiversity and support indigenous people’s rights. We’ve also used Regenerative Leather, which is sourced from farms whose practices help soil absorb carbon, retain water and restore biodiversity. As we look to the future, we’re not quite satisfied with just sustainability – we think we can do better than that and give back to our planet, leave it better than we found it.

1. **What are your favorite pieces?**

**LEE:** The Puffer Jacket with the filling featuring surplus fabrics and EcoLoft™. It’s a great example of how the design team reimagined an iconic style for today’s consumer.

**CHRISTOPHER:** I’d have to say the Black Progressive Hiker Boot. It’s got bold alpine styling with subtle pops of the Tommy color palette. Best of all, it’s made using Regenerative Leather, sourced from farms whose practices actually help restore the environment.

1. **What three words would you use to describe Drop 2 and why?**

**LEE:** Reimagined. Conscious. Craftmanship. Our focus for this drop was taking the icons of our past but reimagining them for today’s consumer needs. Part of our collaborative vision was to help build a better future through being more conscious in our design decisions.

**CHRISTOPHER:** Radical. Responsible. Future Proof. Timberland and Tommy have a shared passion for innovation, commitment to responsible design, and desire to move the world forward. For this collaboration, we all wanted to be a little bit uncomfortable in what we were doing, and get people asking the right questions to create change. We challenged each other and worked closely together to be more innovative, rethinking the production process and how we source materials. The result is a collection that respects the past but also shifts both brands forward in support of a more green and equitable future.