**Q&A**

**TOMMY HILFIGER AND ANGELO BAQUE**

***Tommy x Mercedes-AMG F1 x Awake NY***

**How did the collaboration between Tommy Hilfiger, Mercedes-AMG Petronas F1 and Awake NY come about?**

**TH:** I’ve been fascinated by the world of motorsports since I attended my first Formula 1 race at Watkins Glen, the original home of the US Grand Prix.I recognize the passion, spirit and drive that the entire teams show at every race. We’ve partnered with Mercedes-AMG Petronas F1 since 2018, creating official kits, capsule collections and hosting a phenomenal fashion show. Now we’re excited to bring in Awake NY as co-creator, bringing their New York streetwear style to create a bold range of motorsport-inspired lifestyle icons.

**AB**: Tommy Hilfiger was inherently, a part of my style evolution — the brand is synonymous with Americana culture, and helped establish notions of timeless fashion staples. The same is to be said for Lewis Hamilton. He is an athlete that transcends sport — with a nuanced style both on and off the track. When I was asked to collaborate on this project, I was truly humbled to work alongside such cultural icons.

**What was it like working together to co-design the collection?**

**AB**: It was an exciting opportunity to think about this collection designed as wearable mementos — styles that celebrate this pivotal sports moment, with culture and fashion top of mind.

**TH**: Angelo brought his distinct streetwear sensibility to silhouettes from classic prep. We reinvented archival staples with inspirations from racing and New York, like using the driver’s names and numbers, and giving them a contemporary perspective.

**What is the idea behind the partnership?**

**TH**: By inviting Angelo to give his cutting-edge streetwear perspective on prep, we’re disrupting the status quo of fashion in racing. He brings a powerful and contemporary outlook, which blends with our classic American heritage and makes it into something completely new.

**What sparks your interest when looking at F1 races?**

**TH:** I admire the grit, determination and spirit the teams show in every race. In our campaign for this collection, we championed Lewis Hamilton and George Russell and their stories. They had their own journeys to get where they are - their own challenges. It reminds us that we are all on our own journeys and growing through our experiences.

**AB**: To watch a Formula 1 race is to truly witness competition in its highest form. That in itself serves as an inspiration — F1 drivers instill in us, the motivation to dedicate ourselves to a passion.

**What are your favorite pieces?**

**AB**: I’m a Lewis fan so I love the baseball jersey with his name and number. The idea was to bring classic Americana to Formula 1. Tommy has always been embraced by hip-hop culture, street culture, you know? So I always thought about the baggy baseball jerseys. And we tried to bring that flavor to F1, while keeping it elevated. Basically bringing some soul to this.

**TH**: The rugby shirt is straight from the archive, in a classic red, white and blue colorway, or in Mercedes-AMG F1 volt green.

**What three words would you use to describe the collection?**

**TH**: Passion, spirit, drive.

**AB**: Culture, community, creativity.

**Do you have shared values?**

**TH**: We share a passion for inclusivity we made sure that is a part of our campaign. At Tommy Hilfiger, we care deeply about diversity and inclusion. One of our many initiatives is the *People’s Place* program that aims to give opportunity to underrepresented communities in the creative industry, and during this collaboration we will work with Creatives Want Change (CWC), inviting BIPOC participants to attend the race in Miami on May 7th.

**AB**:

I come from the LatinX community who are typically underrepresented in fashion, and I’m passionate about giving people access to work at prestigious events so they can develop their skills and make a name for themselves. Three creatives will join the ride, working with me on the grid before the race. I try to open the doors for the next generation of creatives to come in. For me, true success is to be able to be a part of many creatives’ narratives.

**How do you aim to create social impact?**

**TH**: We’re creating access for young creatives, who have been boxed in by social barriers for too long. Through mentorship and opportunity, we hope to break down these barriers, and empower these deserving young people. We also give a platform to BIPOC creatives behind the camera - Adrienne Raquel shot the campaign. And where we use voiceover, we’ll work with local artists to write and record, celebrating unheard new voices.

**What do you hope this collection will represent?**

**TH**: It’s more than a collection. It’s about community - bringing people to Miami to experience the sound, speed and energy of one of the most awe-inspiring sports events in the world. And it’s about culture – clashing racing with cutting-edge streetwear to create something truly new. It’s a bold new perspective. A collection that dares to be different.

**AB**: This collaboration represents the intersection of culture. The energy, excitement and camaraderie that surrounds this event is globally felt and celebrated. This is our way of participating and creating more connection points.