**TOMMY X TIMBERLAND - DROP 1**

**PRESS KIT Q&A**

**Tommy Hilfiger**

**Founder and Principal designer**

1. **How did the collaboration between Tommy Hilfiger and Timberland come about?**

**TOMMY:** As an iconic American brand in the outdoor arena, Timberland was a natural choice for a statement-making partnership as we look to celebrate legacy. The process has been such a creative adventure for me and a long time coming. If you look back at some of the most iconic pop culture images of the ‘90s, Tommy Hilfiger products were often paired with Timberland boots. Diving into our archives and reliving that optimistic, ‘anything is possible’ energy of the ‘90s along with Timberland was a great and nostalgic experience. Culture shaped our brands, and in turn we shaped the fashion landscape of the time. We’ve truly brought back the icons of our past for a capsule that’s remixed for today.

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

**TOMMY:** It was a great creative and learning experience. What’s exciting about a collaboration of two such well-known brands is taking our established and instantly recognizable brand DNAs and clashing them together for something bold and fresh. There’s immense creativity in that tension which you can see in the design and craftmanship of the collection. The power of collaboration is bringing the best each brand has to offer, sharing strengths and pushing our boundaries.

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

**&**

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

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

**LEE:** Right from the start our collective vision was to create something that connected to culture, which captured and clashed both brand’s design aesthetics and values. Both brands are deeply rooted in the history of 90’s pop culture, particularly how the consumer brought together our brands to the street. Drop 1 pays homage to the style and energy of the ‘90s streetwear, with our preppy colorful icons clashed with the outdoor streetwear of Timberland.

**CHRISTOPHER:** This first capsule is all about celebrating and repurposing our shared heritage. We took a deep dive into our archives to bring back iconic pieces that infuse the classic *TOMMY HILFIGER* DNA with Timberland’s outdoor adventure-ready utility. Having the opportunity to unpack this kind of cultural “memory bank” is super exciting for any designer or creator, and completely unique to these two brands. The result is something familiar and iconic, while at the same time fresh and progressive.

1. **How has this inspiration translated into the design?**

**LEE:** To celebrate the clash of the two brands, we fused our signature flag with the Timberland tree, into a hybrid logo that runs throughout the collection. Color was an interesting juxtaposition, from the signature Timberland wheat and orange coloring and clashing them with our American primary colors of red, white and blue – just like how consumers wore the iconic *TOMMY* palette with their wheat Timberlands in the ‘90s.

**CHRISTOPHER:** The design of the entire collection comes from a place of authenticity. It’s almost like archaeology – going back to find these historic pieces and making sure they’re evolved, improved and made better for today’s consumer. The collection is designed for outdoor adventurers, so the styles are versatile, multi-functional, and designed to support an active lifestyle.

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

**LEE:** The varsity jacket – it’s truly a clash of both brands in one piece. It draws from our preppy heritage paired with the much-loved full fleece Timberland outdoor comfort.

**CHRISTOPHER:** The 6” boot. It’s a new take on the classic Timberland boot remixed with the *TOMMY HILFIGER* DNA. Even without the logo, this boot screams Timberland and Tommy – and being built on the shoulders of these icons, hopefully it too will become iconic in its own way.

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

**LEE:** Iconic,American, Clash.

**CHRISTOPHER**: Authentic. Unique. Heritage.