

Q&A with Tommy Hilfiger

Campaign: Hilfiger Sailing Collection
Season: Spring Summer 2025

The Tommy Hilfiger brand has long been anchored in nautical heritage. How does this collection reflect your deep-rooted connection to sailing?

Tommy Hilfiger: Sailing has always been part of my world. The freedom, adventure, and bold aesthetics of the lifestyle have inspired me for as long as I can remember. Our Sailing Gear collection in the '90s set a new standard, blending nautical aesthetics with purpose-driven design, and over the years, we've infused that maritime spirit into so many collections. This latest collection is a tribute to that legacy, reimagining everything we love about seafaring style with a fresh, effortless, and modern perspective.

The Tommy Hilfiger logo is one of fashion's most recognizable symbols. How did its design connect to the brand's sailing inspiration?

TH: From day one, I knew the logo had to be more than just a design — it had to tell a personal story. We had the idea to speak the language of sailing, so we created a graphic treatment using my initials, TJH (Thomas Jacob Hilfiger), in maritime signal flags. That 'flag' design became a defining part of our identity, instantly evoking classic Americana and a deep connection to the nautical world. Decades later, it's incredible to see how it has endured — evolving into a global symbol of modern prep while keeping sailing at the heart of our brand.

How does the Hilfiger Sailing Collection develop the classic design tropes of sailing?

TH: For this collection we dug into our archives and reinterpreted some of our most iconic sailing pieces through a modern lens. We researched much loved sailing silhouettes — regatta jackets, fleece hoodies and striped knitwear — and refined them with fresh proportions, premium fabrics and nautical details. It felt very timely to create sophisticated takes on iconic motifs like ropes, pulleys and flags that give it a fresh coastal feeling. It's a collection that strikes a balance between heritage and innovation making timeless sailing style feel new again.

Do you have a personal favorite from the collection?

TH: The reversible regatta jacket — it's a true icon. One side features our signature flag logo, while the other comes in a rich, contemporary green. It's a perfect balance of heritage and modernity, paying tribute to 40 years of sailing inspiration while feeling fresh and relevant today. Whether you're on the water or in the city, it's bold, classic, and effortlessly cool—everything I love about this collection.

