***HILFIGER COLLECTION* SPRING 2016**

The *Hilfiger Collection* Spring 2016 collection is inspired by an island-hopping adventure, as the jet set crowd explores exotic locales around the world. Hollywood’s elite escape the spotlight in distant destinations, embracing off-duty style with effortless ease. Muses like Brigitte Bardot and Bianca Jagger inspire a timeless dressed-down holiday vibe, as sophisticated today as it was in the ’50s and ‘60s. The look is nostalgic and playful, with a classic Hilfiger twist and spirited attitude.

The adventure begins in **Honolulu**, the once remote tropical island that’s today a bustling urban isle. The collection combines colorful, cultural influences with nods to sailing, surfing and the seafaring life. A nautical mix of red, white and blue appears in bold color-blocking, celebrating *Tommy Hilfiger*’s signature palette in bright, vibrant hues. Playful prints fuse tropical florals, marine stripes and postcard-inspired ‘50s souvenir scenes. Athletic stripe details bring an unexpected twist to fashion knits and modern minimalist essentials. Feminine statement skirts are pleated, striped and printed, while the sailor trouser and blazer is the must-have combination of the season. Accessories exude Honolulu’s sporty, clean aesthetic and embrace a red, white and blue palette. Playful summer motifs like lobsters, sun umbrellas and starfish are mixed with Tommy’s signature nautical stripes.

The second stop on the tour is **Havana**, where a Latin vibe inspires the use of spicy earth tones and frilled details – all revisited through a fresh, modern lens. Colors are rich and silhouettes are fluid, with ladylike sundresses and blouses designed in both solids and multi-stripe patterns. Masculine meets feminine in spring tailoring, and all-American pastimes like baseball and bowling influence a retro-cool aesthetic – think fluted stripes and sweaters with borders. Vintage postcards inspire a favorite conversational print: the sunbathing lady. In accessories, Latin influences are seen in an eclectic offering that mixes shapes, silhouettes, colors and textures with sporty stripes.

The journey ends in **Martha’s Vineyard**, the quintessential American East Coast summer destination. The staples of a classic spring wardrobe are reinterpreted in a neat, playful way as Ithaca and marine stripes mix with chambrays and seersuckers. Deck essentials include denim and classic summer shirting – from the new Oxford shirt to eyelet details and nautical stripes. Inspired by the Cape Cod sailing life, conversational prints feature flocks of flying seagulls. Accessories channel a relaxed island vibe with soft, luxurious materials and fluid shapes. The signature bucket bag is redone in deconstructed suede with gold accents, while the classic wedge sneaker is transformed into an espadrille, embracing the maritime island vibe.

**Key Details:**

**Honolulu**

**Key Details:** Seafaring influences, signature red white and blue, colorblocking, tropical prints, marine stripes, polka dots, souvenir prints, modern minimalism, conversational skirts.

**Color Palette**: Opal grey, marshmallow, freesia, firey red, clematis blue, medieval blue, meteorite.

**Havana**

**Key Details:** Masculine meets feminine, Latin influences, earth tones, mixed prints, vintage aesthetic, frill details, feminine sundresses, baseball and bowling athletic influences.

**Color Palette**: Pebble, medieval blue, fern green, golden yellow, seedpearl, red dahlia, fiery red, toffee, toasted coconut, red clay, meteorite.

**Martha’s Vineyard**

**Key Details:** Denim, chambray, oxford shirts, seersucker, eyelet, marine stripes, souvenir prints.

**Color Palette**: Marshmallow, opal grey, sky blue, riviera, pebble, toffee, pink nectar, pink carnation.

**For more information:**

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