

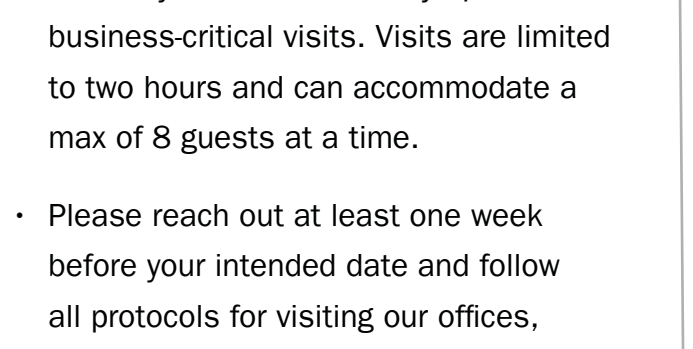


New to the Archive

We've recently added over 800 new items to the TH Archive including garments and accessories, and spanning sportswear to Tommy Jeans to Tommy Hilfiger Collection. These items are now visible in the Digital Archive and available for loan!

Some highlights:

- Zendaya's capstone collection: Fall 2019
- Spring 2020 Collection featuring H.E.R. and Lewis Hamilton
- Fall 2019 Collection Lookbook items
- Spring 2019 Collection Lookbook items



Updated Loan and Visit Procedures

- Currently the Archive is only open for business-critical visits. Visits are limited to two hours and can accommodate a max of 8 guests at a time.
- Please reach out at least one week before your intended date and follow all protocols for visiting our offices, including reaching out to HR for approval and filling out a health assessment form.
- We are happy to facilitate Archive loans, especially as it has become harder for associates to come see us in person. The loan period is 3 months and we require all items to be returned in the condition they were received.
 - If working from home, borrowers are required to keep archive items away from children, pets, food & drink, and any other situations which could result in accidents.
- Please allow at least one week for pulls and loans if in NYC, two weeks if anywhere else. The more time in advance you allow, the more care that can go into filling your request.

Remote and Digital Offerings

In order to best support you and your team's goal, the Archive is happy to get creative in how to provide all the same great Archive content, wherever you are.

Please feel free to reach out if you are interested in any of the following or if you just want to talk through an idea that may benefit from Archive materials and research:

- Virtual tours
- Archival Video files
- Research and consulting
- Image downloads
- Digital Archive tutorials
- Fashion history research and crash courses

I am happy to work with folks on an individual basis or we can set up a time for group sessions if you'd like a tutorial, crash course, etc.

Archive Use Highlights

- Photoshoot with models styled in Fall 2020 Collection and archival items
 - Images used in Highsnobiety feature and in paid advertising spots
- Instagram photoshoot mixing archival items with current Tommy Jeans product
- Archival product loaned for display at brand pop-up in Chongqing.
- Archival product loaned for long-term display in Paris Capucines store
- Archive walk through and object "show-and-tell" featured on Tommy Jeans Instagram



Archival Object Spotlight

Spring 1999, Spring 2008, and Spring 2010 Lookbooks

With the weather in NYC finally getting warmer, I've set my sights back on some favorite Spring collections of the past. Spring 2008 and Spring 2010 both offer light-hearted mixes of breezy fabrics and formal wear, innocent pastels and mature tailoring. Spring 1999 gives a somewhat different than Southampton, presenting looks that seem a little more South Beach than Southampton. All three seasons provide fresh summer vibes with classic Tommy twists. Rather than picking one piece from any of these collections, I wanted to highlight the whole Lookbooks for all three seasons.

You can access these in the Digital Archives by following these steps:

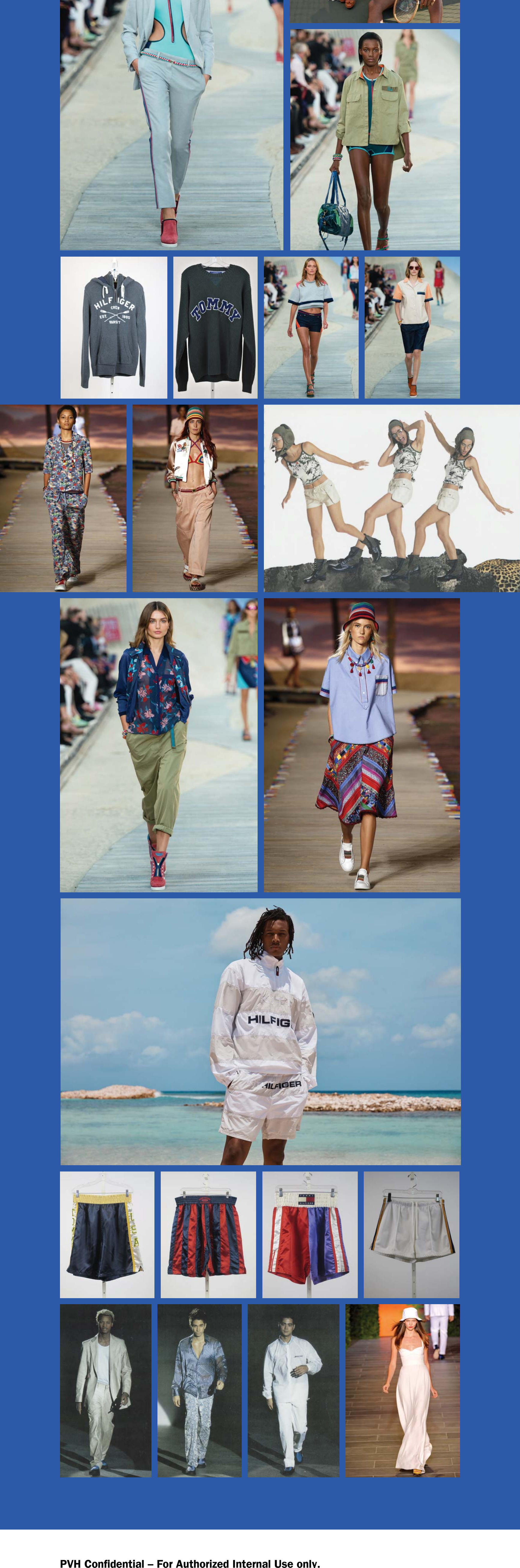
1. From the PVH Digital Archives landing page, click on Tommy Hilfiger
2. Click on Advertising
3. Click on Look Books and Catalogs

From here, you will find the books in their respective year and season folders. You can flip through the pages online or you can even download the entire PDF. I've included a few of my favorite looks from these seasons here. Feel free to reach out if you have questions about how to access these and other lookbooks in the Digital Archives or if you want to learn more about these particular seasons.



Spring 2022 Archive Moodboard

Looking to the Spring/Summer 2022 Global Design Brief for inspiration, here are some of our favorite looks from the Tommy Hilfiger Archive bringing you that Island Life.



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Due to the very confidential nature of the materials used to create the Archive Quarterly Roundup, it is of utmost importance that this document be treated as strictly confidential.