

Fashion Week Coverage and Brand History for Internal Associate Platform Spring 2019 Collection

The TOMMY x ZENDAYA presentation was a fierce start to Women's History Month, tying the launch of Zendaya's capsule collection to a powerfully feminine show. In a shift from last season's co-ed runway, the Spring 2019 presentation focused solely on womenswear. While the collection was an homage to the glittering fashions of the disco-era, the larger production was a celebration of pioneering women, with an emphasis on women of color. Pat Cleveland, who walked in 1973's Battle of Versailles, and Beverly Johnson, the first African American cover-model for Vogue, graced the TOMMYxZENDAYA runway, representing fashion's history with black girl magic. Other women on the runway included trans model Leyna Bloom, curve models Precious Lee and Marquita Pring, and, of course, the genre-defying and delightfully enigmatic Grace Jones in all her septuagenarian glory. The TOMMYxZENDAYA show was not only a celebration of women and fashion history, but an honoring of womanhood's diversity. With women of all sizes, ages, backgrounds, and styles, the show was a salute to barriers broken. In the words of Zendaya, the show "pay[ed] homage to these women who changed our legacy...and allowed for me and so many others to be here... this is about saying we appreciate and love you."



Spring 2019
TOMMY x ZENDAYA

While the 1996 launch of TOMMY HILFIGER's women's line received noteworthy attention, the brand had already been making waves in womenswear for nearly a decade. As part of the brand's 1985 launch, TOMMY HILFIGER featured a women's line catering to the practical dressing of the 1980s woman with cotton jumpsuits and relaxed blazers. While this line went into hiatus for a few years in the early 1990s, women continued modeling for the brand, walking the runways in menswear ensembles. The looks were a far leap from traditional womenswear but they presented a fresh approach to classics for women. When the brand officially re-launched its women's line in 1996, it focused on the new "Tommy Girl," offering slim silhouettes to meet the evolving lifestyles of young women. Today's TOMMYNOW runways continue to present fresh takes on femininity and invite the consumer to define her own style. With models dancing down the runway in pantsuits, halter dresses, and hot pants, the Spring 2019 TOMMY x ZENDAYA show continued the brand's tradition of celebrating individuality and a broad definition of womenswear.

In honor of Women's History Month, we present a small selection of past moments on the TOMMY HILFIGER runway that put women front and center.

Captions:



Spring 1988

Before the re-launch of TOMMY HILFIGER womenswear in 1996, the brand did include a women's line which catered to the practical dressing of the 1980s woman.



Spring 1993

While TOMMY HILFIGER took time to develop the relaunch of womenswear, women were still featured on the runway, highlighting the versatility of women's wardrobes.



1996

With the official re-launch of TOMMY HILFIGER womenswear in 1996, the brand focused on the new Tommy Girl, offering bright colors and new silhouettes to meet her evolving lifestyle.



Spring 1997

When TOMMY HILFIGER presented the Spring 1997 collection, the show was filled with athletic styles and the models literally danced down the runway, emphasizing the line's performance-inspired design but with a feminine touch.