

Tommy Girl Overview

Early TH Womenswear History

Tommy Hilfiger originally launched with menswear and womenswear, both designed with the same relaxed spirit and aesthetic. After the first few years, however, the womenswear line was folded as there were issues with manufacturing and distribution. Tommy did continue to cast women for his runway shows and some campaigns, styling them in menswear looks, adding to the brand's free-spirit aesthetic. The brand reintroduced mainline womenswear in 1996, the same year Tommy Jeans was introduced, as well as the Tommy Girl fragrance.

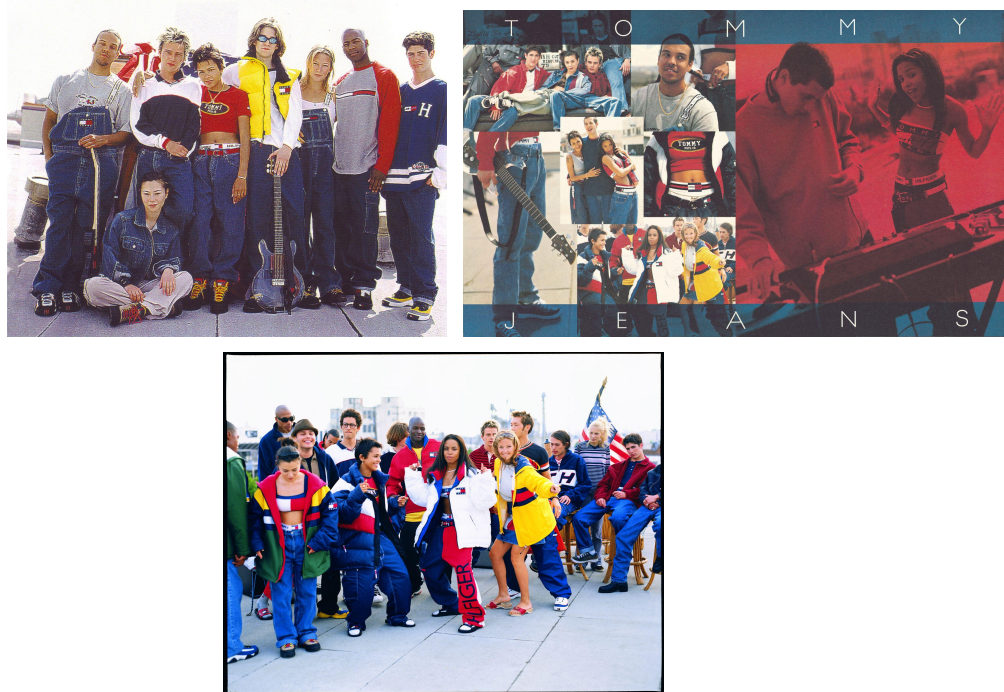
Tommy Girl Fragrance

The 'Tommy' fragrance launched in June 1995 for men and included various other products including aftershave, etc. The 'Tommy Girl' fragrance was a feminine version of the men's fragrance and campaigns sometimes marketed both products together. Like the menswear fragrance, the 'Tommy Girl' fragrance was also available in various body products including body glitter gel and lotions.



Tommy Girl Clothing and Tommy Jeans

The Tommy Girl clothing line was then launched in 197 as the womenswear / 'juniors' subdivision of Tommy Jeans. The original Tommy Jeans line didn't include womenswear and the young women who modeled in the famous 1997 Aaliyah rooftop photoshoot are wearing primarily men's Tommy Jeans pieces and pieces from the newly launched womenswear mainline.



According to Ginny Hilfiger, who was working on Tommy Jeans at the time, this shoot was what led to the brand creating a womenswear Tommy Jean division, which was called Tommy Girl, Tommy Girl Jeans, and eventually just Tommy Jeans womenswear. This is why the archive has pieces that seem to be tri-branded with Tommy Jeans, Tommy Girl, and Tommy Girl Jeans labeling all on the same garment.

While there was already a womenswear mainline which was introduced in 1996, Tommy Girl, Tommy Girl Jeans, and Tommy Jeans womenswear were all designed as a kind of 'juniors' line to "match" the Tommy Jeans menswear line. The womenswear mainline, while still youthful, was designed with a slightly less streetwear aesthetic. The Tommy Girl, etc. lines were fitted and cropped with feminine elements such as lace-up closures, rhinestones, and their own star logo treatment.



Note the star logo on both of these pieces. The star logo was only used for womenswear and only on the Tommy Girl/ Tommy Girl Jeans/ Tommy Jeans womenswear divisions.

Tommy Girl Clothing vs. Mainline Womenswear

As mentioned, the womenswear mainline was introduced before the launch of the Tommy Girl divisions. The garments for both were similarly youthful, playful, and colorful, but there were some key differences in terms of the customer as well as the overall fit.

These photos from an event at Macy's in October 1996 show the womenswear mainline:



Note that the 'Tommy Girl' backdrop is part of a large-scale promotion for the 'Tommy Girl' fragrance that launched at Macy's as part of this week-long event.

For contrast, here are a few looks from the Spring 2000 Tommy Jeans lookbook:



And a few Tommy Girl garments from the Archive collection, more attached to end of document.



Other Resources for Exploration

Archival Footage

- Tommy Girl Fragrance videos
- Tommy Girl Talent Search
- Tommy Jeans runway footage featuring Tommy Jeans womenswear

Tommy Girl garments in Archive

- PDF attached

Tommy Girl fragrance assets in Archive

- Available for onsite research