

Q&A - TOMMY HILFIGER AND SOFIA RICHIE GRAINGE

Campaign: *Sofia for Tommy Spring 2025*

1. Can you tell us what makes this collection a defining milestone for both the TOMMY HILFIGER brand and Sofia Richie Grainge?

Tommy Hilfiger: After a year of collaboration, Sofia's effortless sophistication and impeccable taste have left a lasting impact on our womenswear expression. Designing this collection together feels like the most authentic fusion of her contemporary style and our timeless heritage. We reimagined soft tailoring through the lens of our iconic red, white and blue, setting a new standard for understated elegance. It paves the way for what's next – a new vision of classic and refined feminine style.

Sofia Richie Grainge: This past year with TOMMY HILFIGER has been an incredible journey, and co-creating a collection that truly reflects my style is such a special moment. It feels like a representation of where I am in my life — comfortable and confident in my style. I'm so proud of the smooth shape, sculptural design, and the level of care in every piece. It's my interpretation of assured femininity, one that is effortless, refined and designed for the way women dress today.

2. What makes this collection both uniquely Tommy Hilfiger and a true reflection of Sofia Richie Grainge's style?

Sofia Richie Grainge: I wanted this collection to reflect the way women move through life today — balancing so much while still making style feel effortless. Tommy is known for giving his unique twist to everyday essentials, while I wanted every piece to bring a sense of ease to everyday dressing. It's about marrying the two. We ended up with a beautiful range that embraces both softness and strength, feels polished yet natural, and looks as confident as they are timeless.

Tommy Hilfiger: Finding the perfect balance of classic and modern is always important to me. This collection builds on the foundation of the iconic American wardrobe - structured blazers, crisp shirting, versatile separates - and reinterprets them with a fresh, modern touch. Sofia's influence brings a softer, more refined approach, making these pieces feel aspirational yet completely wearable. It's TOMMY HILFIGER, through Sofia's refined eye – timeless, sophisticated, and designed for the way women dress today.

3. What are your personal favorites from this collection? What is it that makes them truly stand out?

Sofia: The red double-breasted blazer is everything. It's sharp, effortless and just the right amount of bold. Its structured fit makes you feel put together, then the relaxed tailoring keeps it cool and chic. It's that perfect balance of sophistication and ease.

Tommy: The nautical world has always inspired me, so I'm drawn to the Breton striped shirt. It brings a touch of the New England sailing lifestyle to this timeless silhouette. The draped silhouette paired with fluid trousers gives it a sense of relaxed elegance, making it the perfect piece to transition from day to night.

4. Sofia, can you take us through a couple of the silhouettes you keep coming back to, and tell us how you'd style them in your everyday life?

Sofia on the Fluid Stripe Dress: This dress is effortless. The stripes and fluid shape give it this gentle movement that works from day to night. I'd style it with loafers for an easy daytime look, then switch to strappy heels to dress it up.

Sofia on the Trench Coat: This trench is perfect because it's classic and cool without trying to do the most. The length gives it that extra drama, but it still feels easy and wearable. Perfect for days when you need to quickly pull a look together.