


YING BONNY CAI

FOR

T O M M Y  H I L F I G E R

HOLIDAY 2021

(This project resulted in an offer for Assistant Designer - Sweaters)



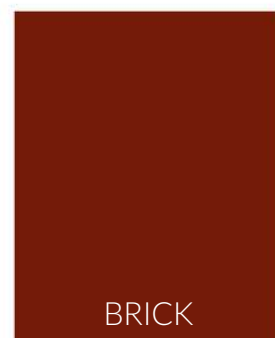
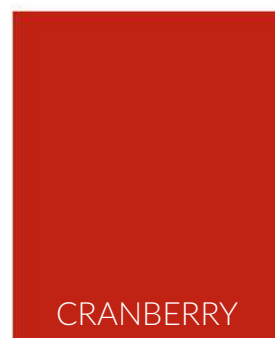
This Holiday 2021 Sweaters collection for Tommy Hilfiger reminisces the rich Americana heritage of the brand to energize hope and optimism for the future. In an ode to the hip-hop community whose embrace catapulted the brand's early years, these pieces channel bold graphic and color block aesthetic from the 90s. The palette is based in deep primary tones evoking a mood of childhood montage, lifted by hints of vibrant turquoise and crisp whites from winter landscapes. Sporty details such as raglan seams and sharp necklines take Hilfiger's iconic sportswear vibe and update it into a more playful feel for contemporary consumers. Overarching forms take on the mood of Hans Hemmert's cozy yet whimsical soft sculptures for laid-back silhouettes with delightful twists.

As an American icon, Tommy Hilfiger is uniquely positioned to revive creativity and spirit in the US fashion market. With a decrease in European tourism, these practical and bold pieces are directed at a domestic audience. Keeping in mind the uncertain future, each sweater is designed with a balance of comfort and fun. From a sweater-set that's put-together enough for the office but feels like your floating on top of alpaca, to the re-invented Ivy that's versatile to layer with any outfit but bold as a statement of its own, to an oversized graphic sweater, the kind you'd wear during a solo dance party in your bedroom with Zoom in the background.

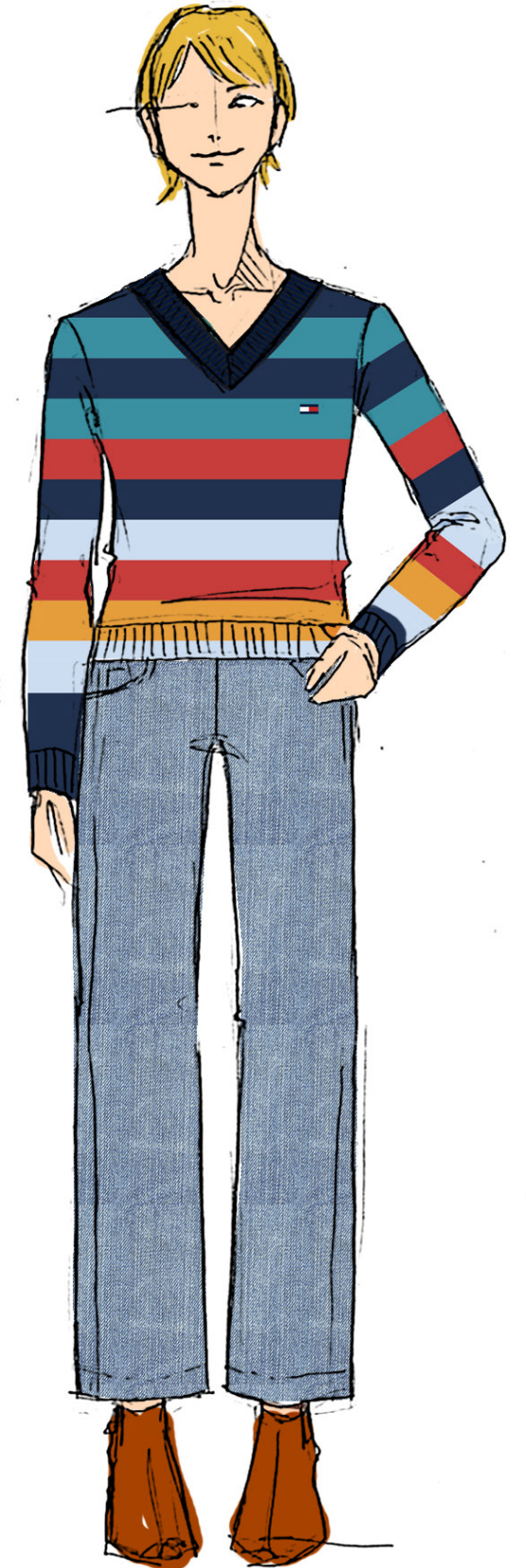
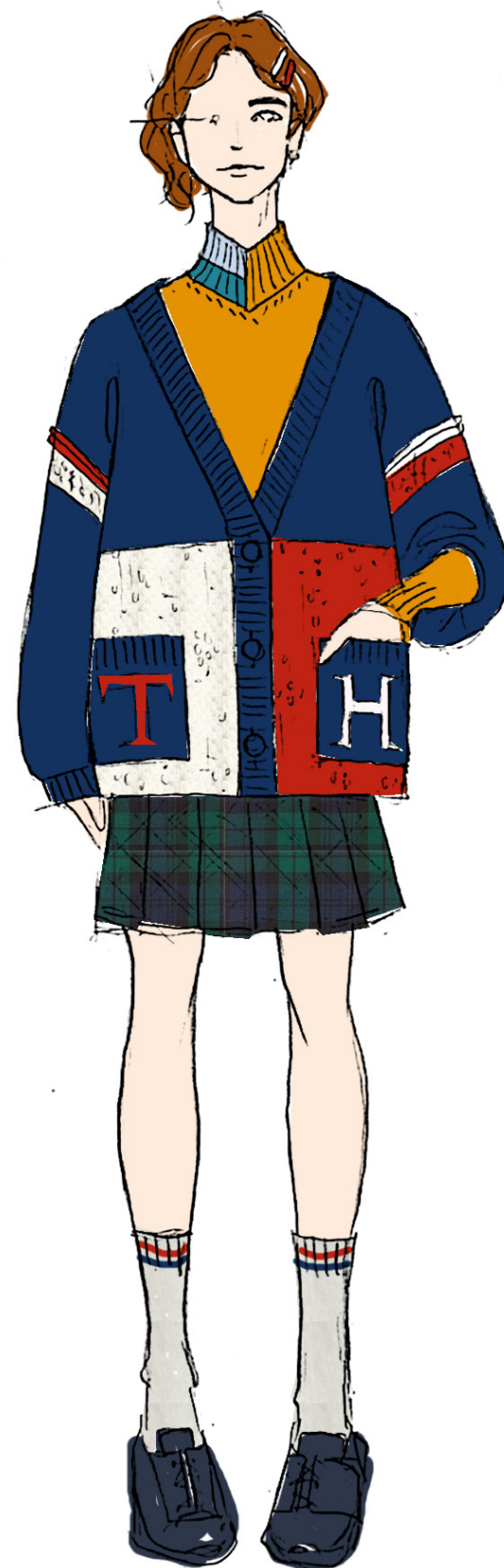




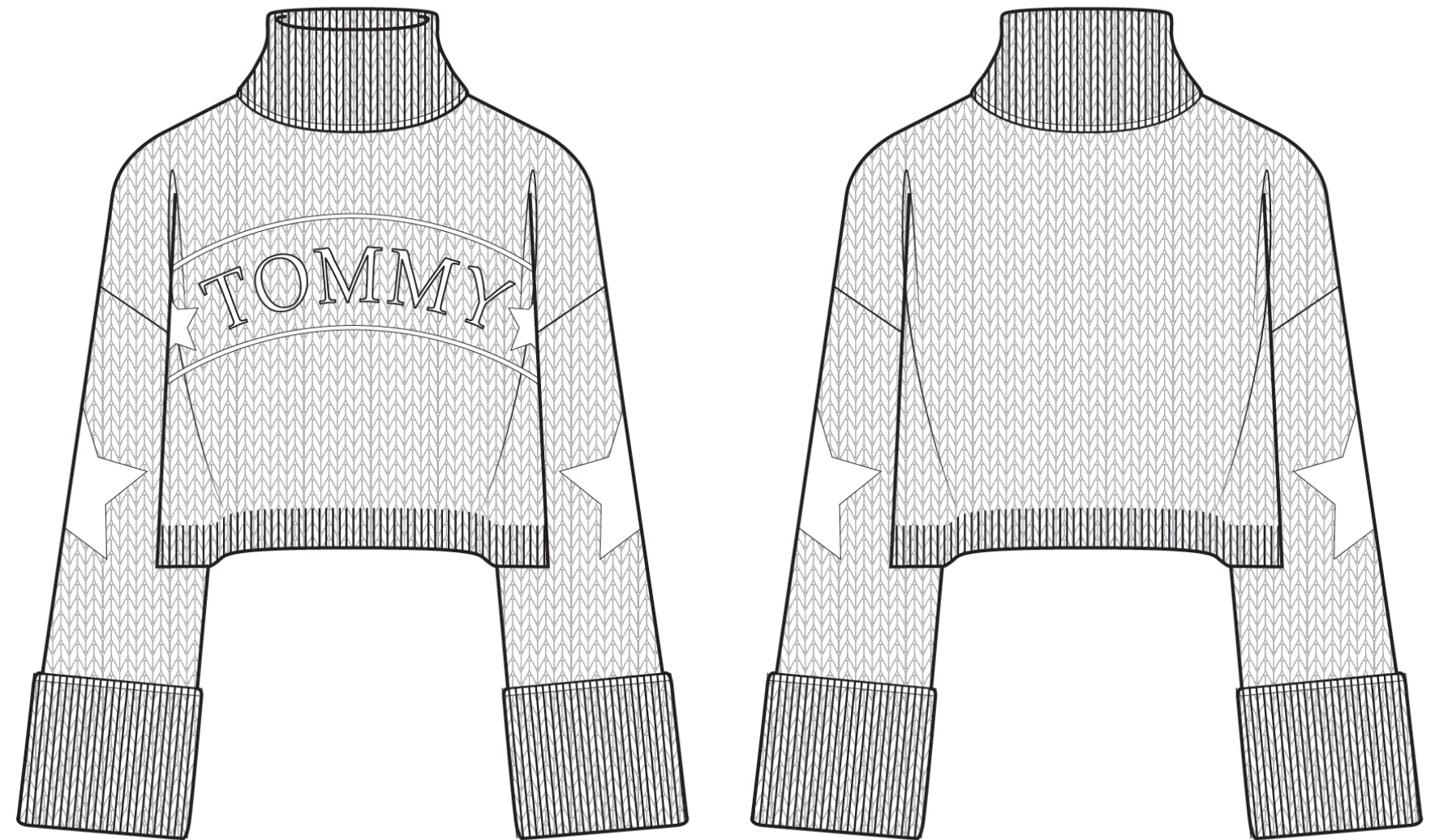
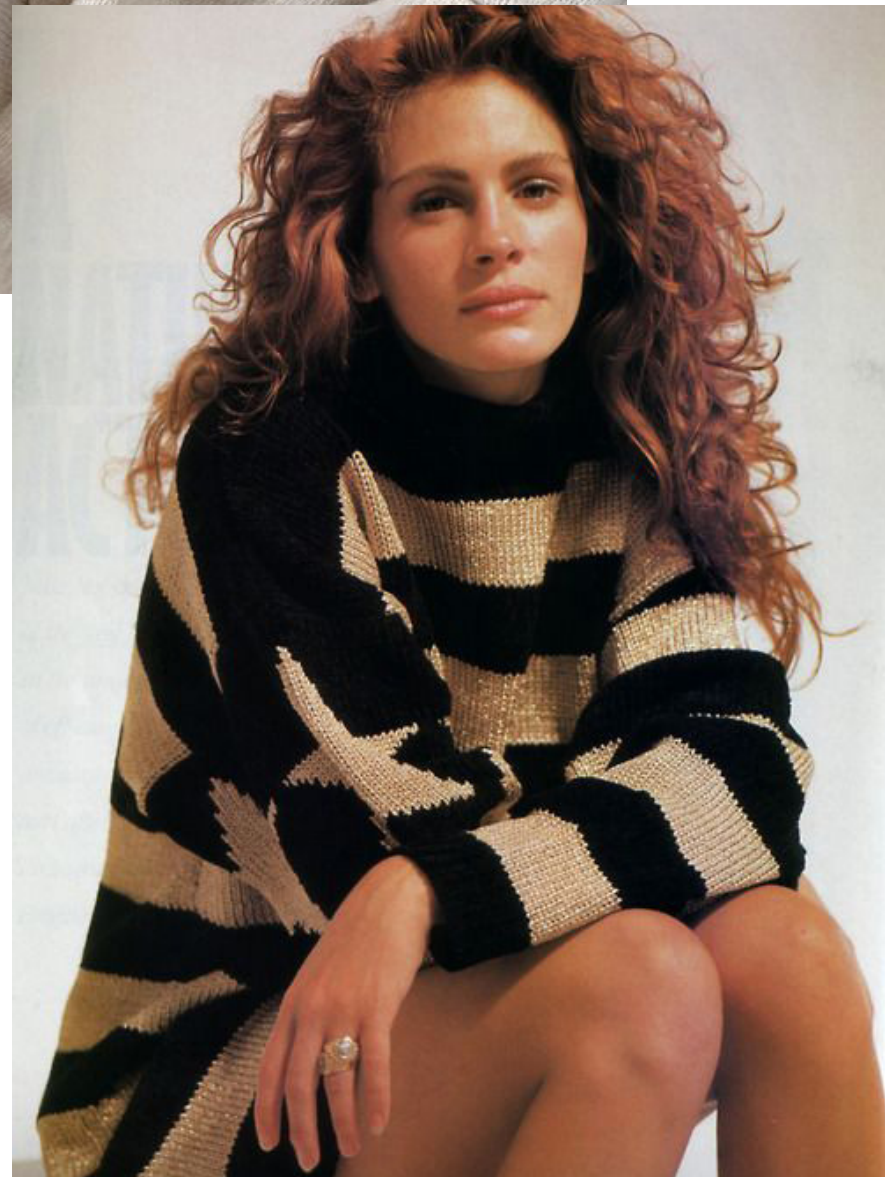












- 100% Organic Cotton || Gauge 5 chunky knit
- Body is stockinette stitch with 2x1 rib trims. Executed in wide body, drop shoulder, cropped silhouette.
- Extra-long sleeve cuff and neck trim are folded over accented at tips
- Bold TOMMY graphic in heritage typeface, star intarsia "elbowpatch" detail





Yarn 1: CLASSIC NAVY || Yarn 2: SNOW PEAK



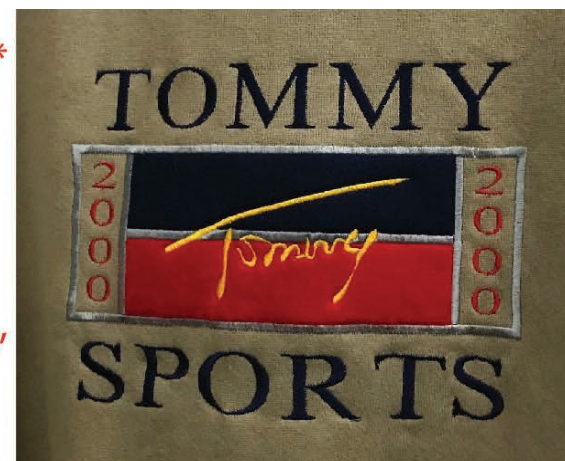
Yarn 1: BRICK || Yarn 2: CLASSIC NAVY



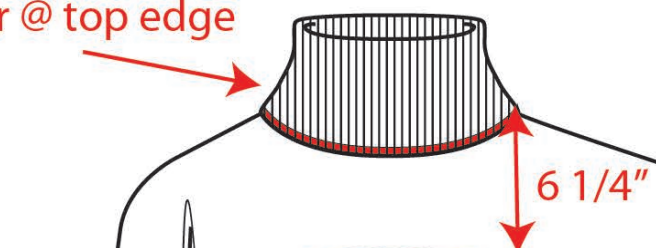
Yarn 1: CHILL WIND || Yarn 2: PINE TREE



**\*\*ARTWORK SENT FOR GRAPHIC SCALE AND TYPEFACE\*\***

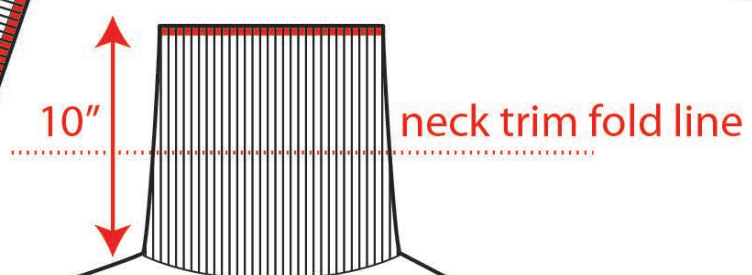


single-layer 2x1 rib neck trim  
fold over @ top edge



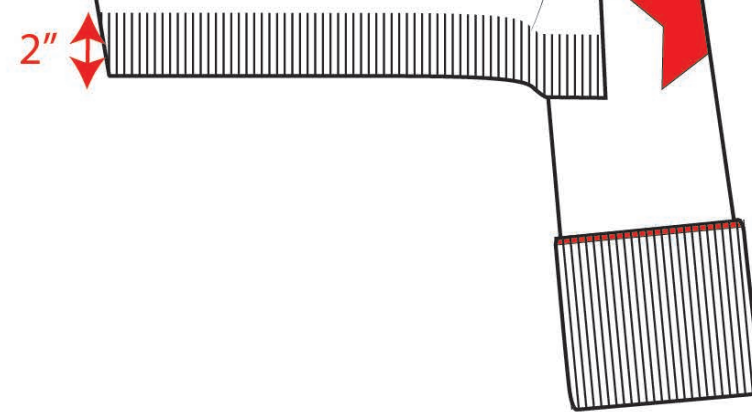
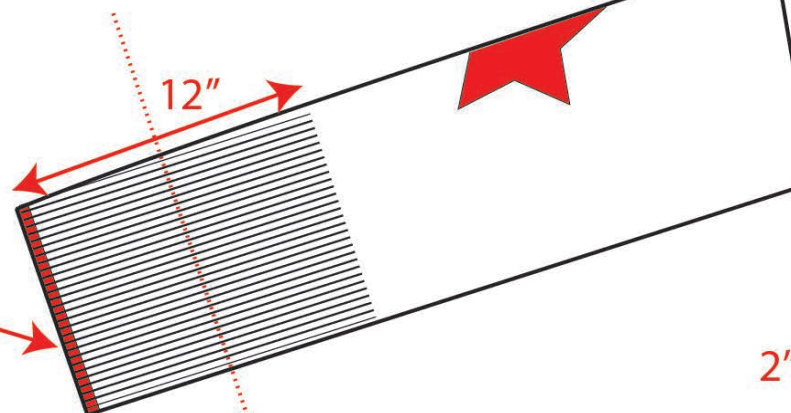
sleeve cuff fold line

single layer 2x1 rib sleeve cuff  
transitions into stockinette body

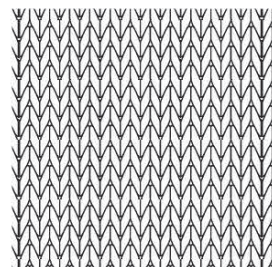
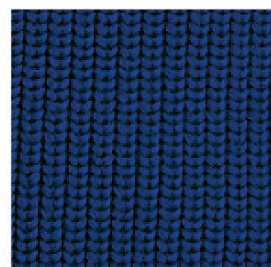


single layer 2x1 rib hem  
transitions into stockinette body

2x rows of contrast color @ edge  
of sleeve cuff and neck trim

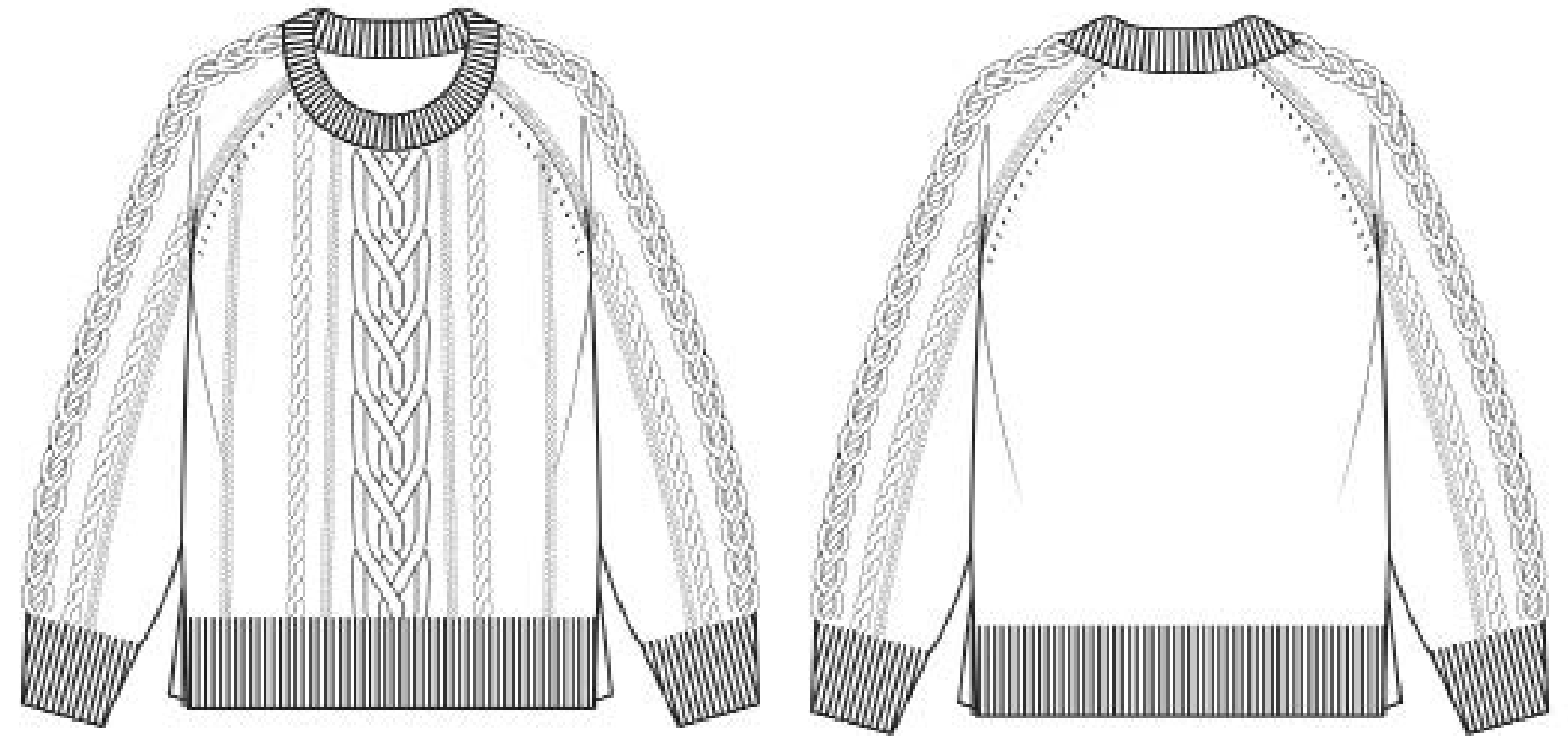


elbow star centered @  
center of sleeve w/  
top edge placed 5" below  
AH seam



body and sleeves are stockinette  
stitch in 100 % organic cotton gauge  
5 chunky yarn  
(similar to Style #: WW28342)





-70% nylon, 30% wool || Gauge 4 mediumweight yarn, 3-ply

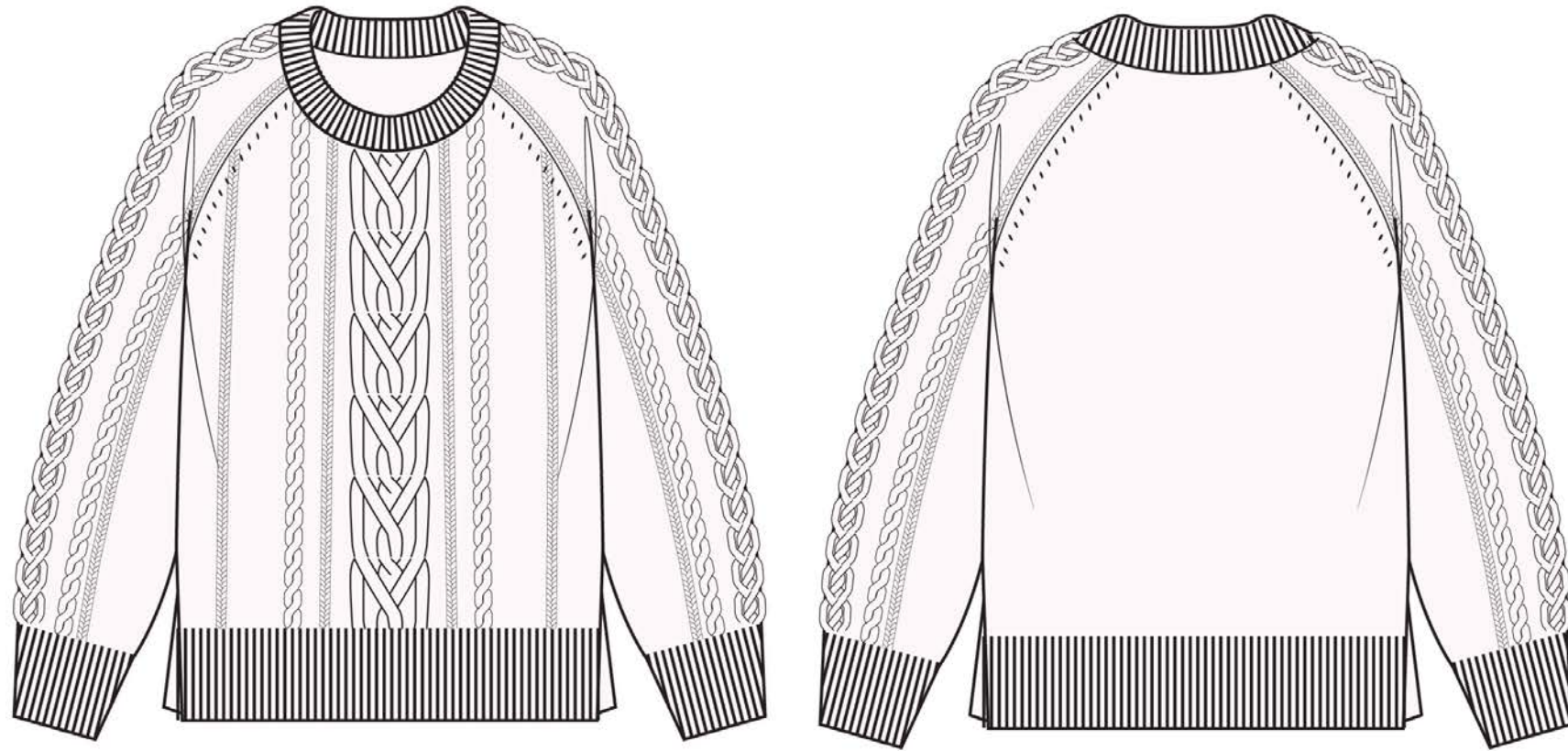
-Mix of 4 cable knits with differing width and stitch, cables centered @ CF and center of ea. raglan sleeve.

-2x2 chunky rib trim @ NL, hem, and sleeve cuff

-Regular fit with slightly longer body length and 2.5" side slits @ bottom hem

-Fully fashioned raglan sleeve



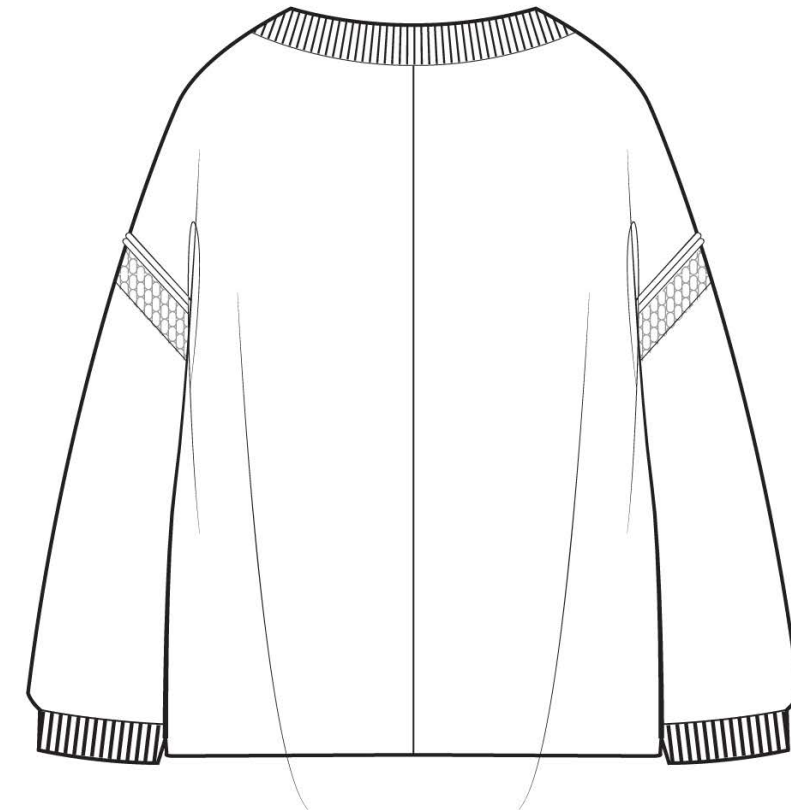
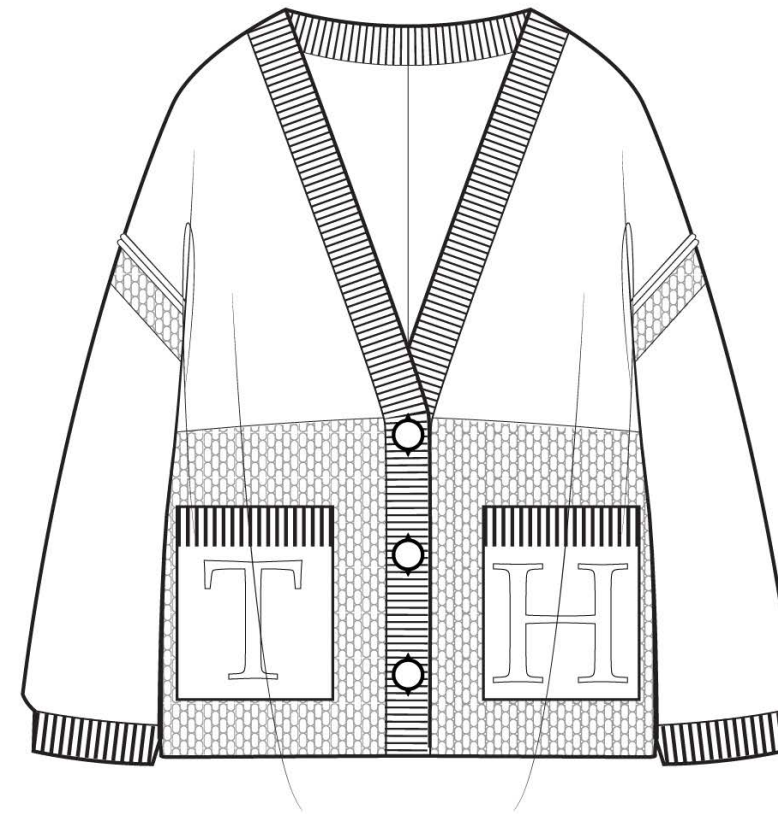


SNOW PEAK (SOLID)



WINTER POOL (SOLID)





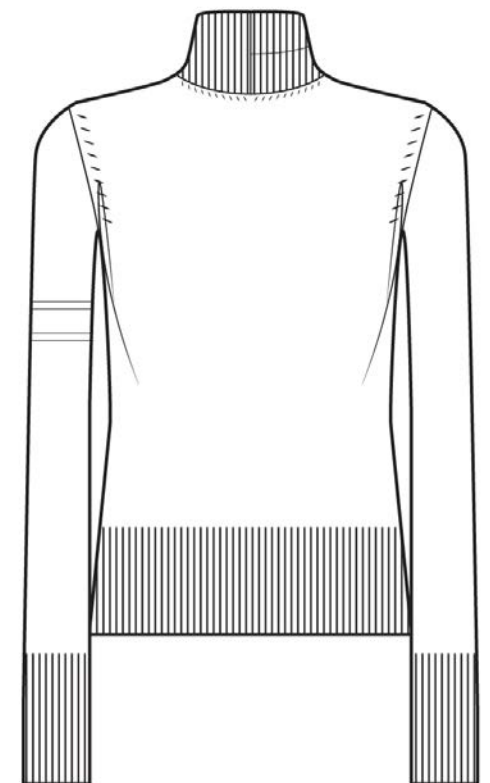
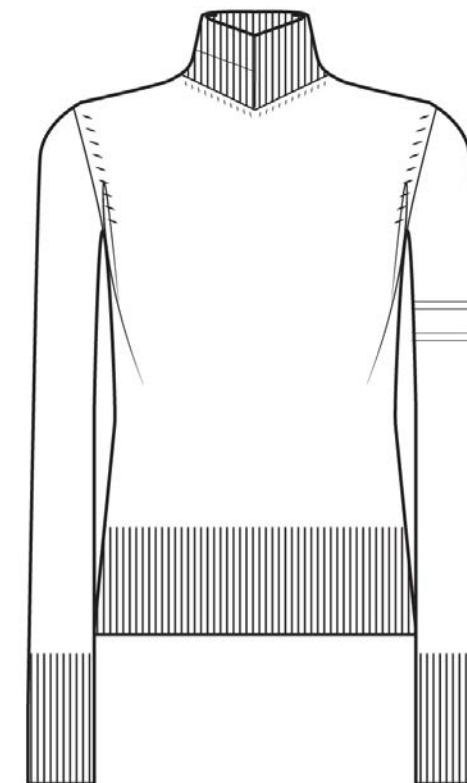
CARDIGAN: 60% cotton, 30% nylon, 10% wool || Gauge 4 worsted weight

-Mix stockinette and moss stitch with 1x1 rib trim @ NL and 2x2 rib trim @ cuff and pocket hem

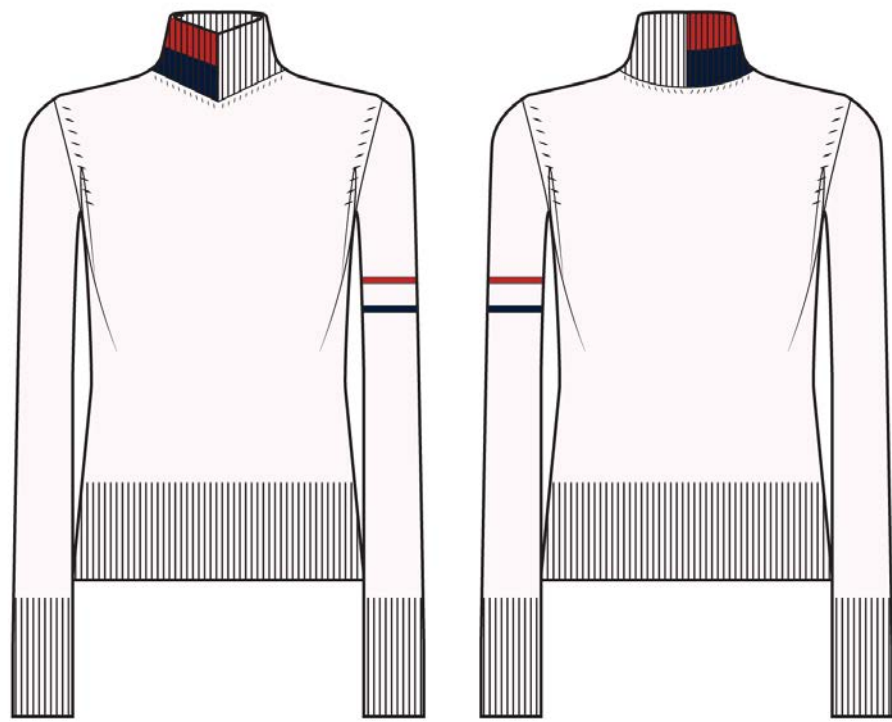
-Colorblock body/ AH detail, graphic "T" and "H" on pockets in heritage typeface

TURTLENECK: 47% cotton, 47% modal, 6% elastane || Gauge 1 fingering weight

-V neckline with colorblock neck trim and sporty stripe detail on WL bicep



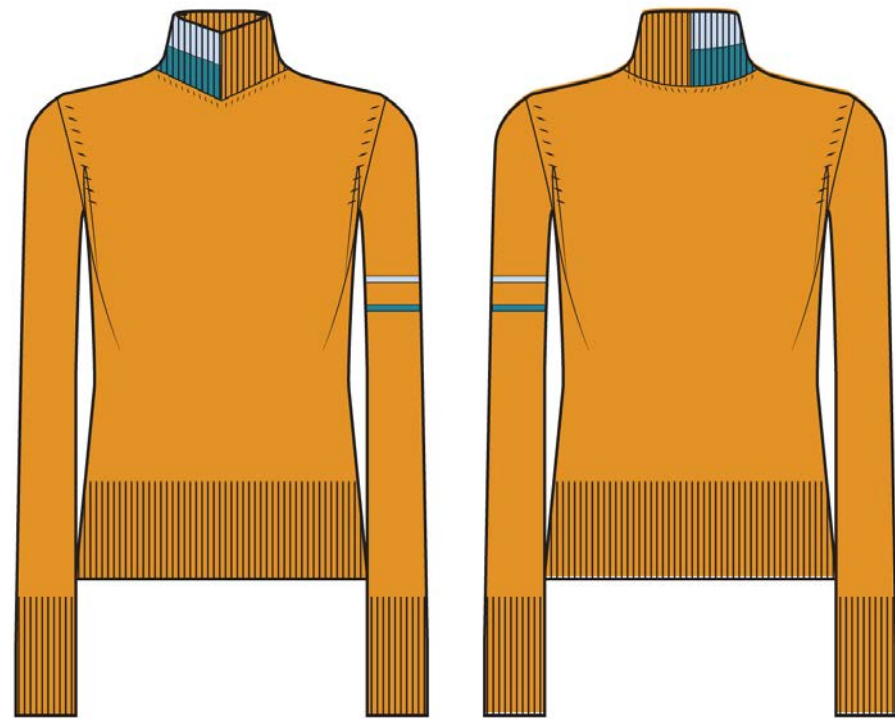




Yarn 1: SNOW PEAK || Yarn 2: CRANBERRY || Yarn 3: NAVY

Yarn 1: BRICK || Yarn 2: MARIGOLD || Yarn 3: NAVY

Yarn 1: NAVY || Yarn 2: SNOW || Yarn 3: WINTER POOL



Yarn 1: MARIGOLD || Yarn 2: CHILL WIND || Yarn 3: WINTER POOL



Yarn 1: NAVY || Yarn 2: SNOW PEAK || Yarn 3: CRANBERRY



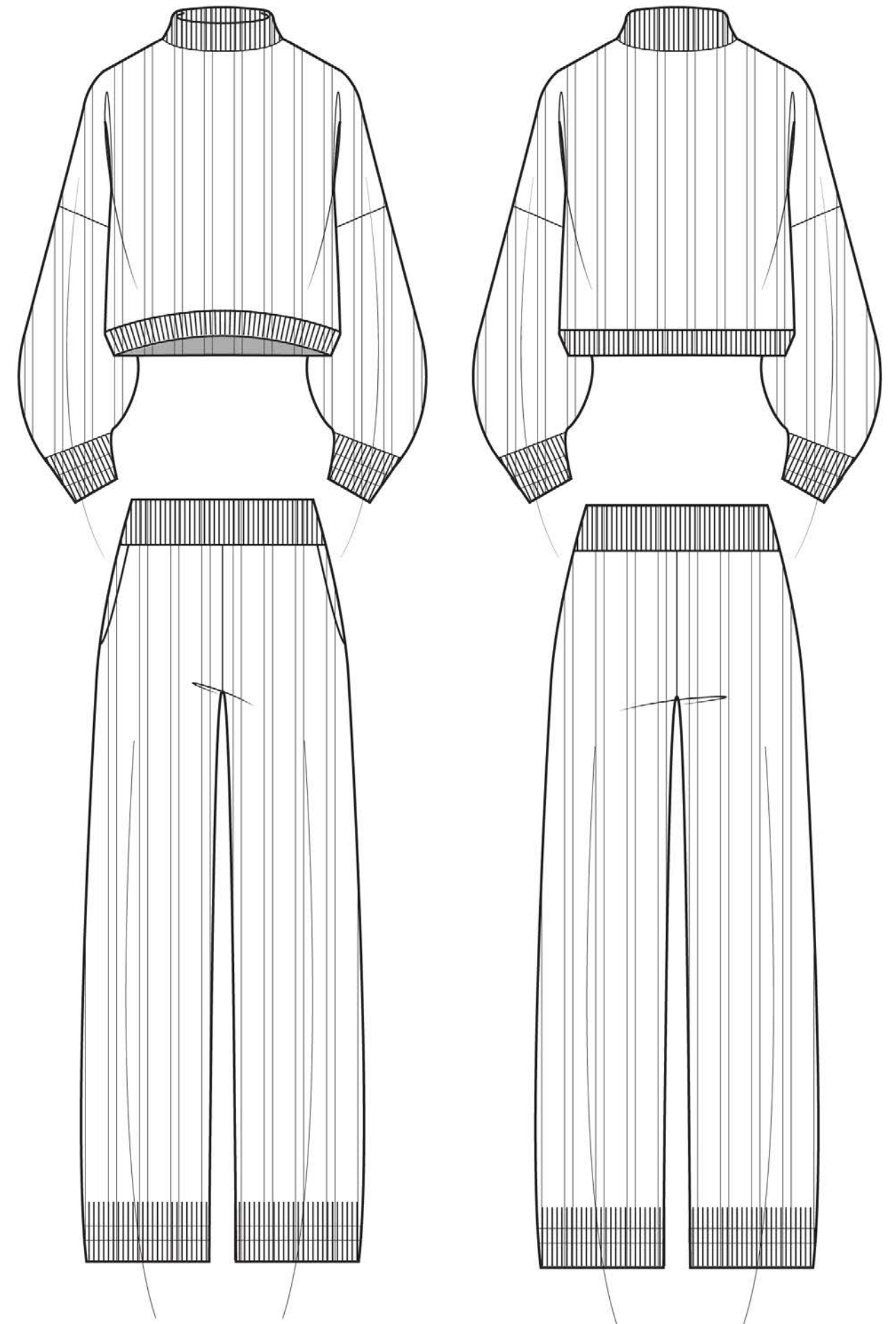


-34% Nylon, 33% Wool, 33% Alpaca ||  
Gauge 2 sport yarn

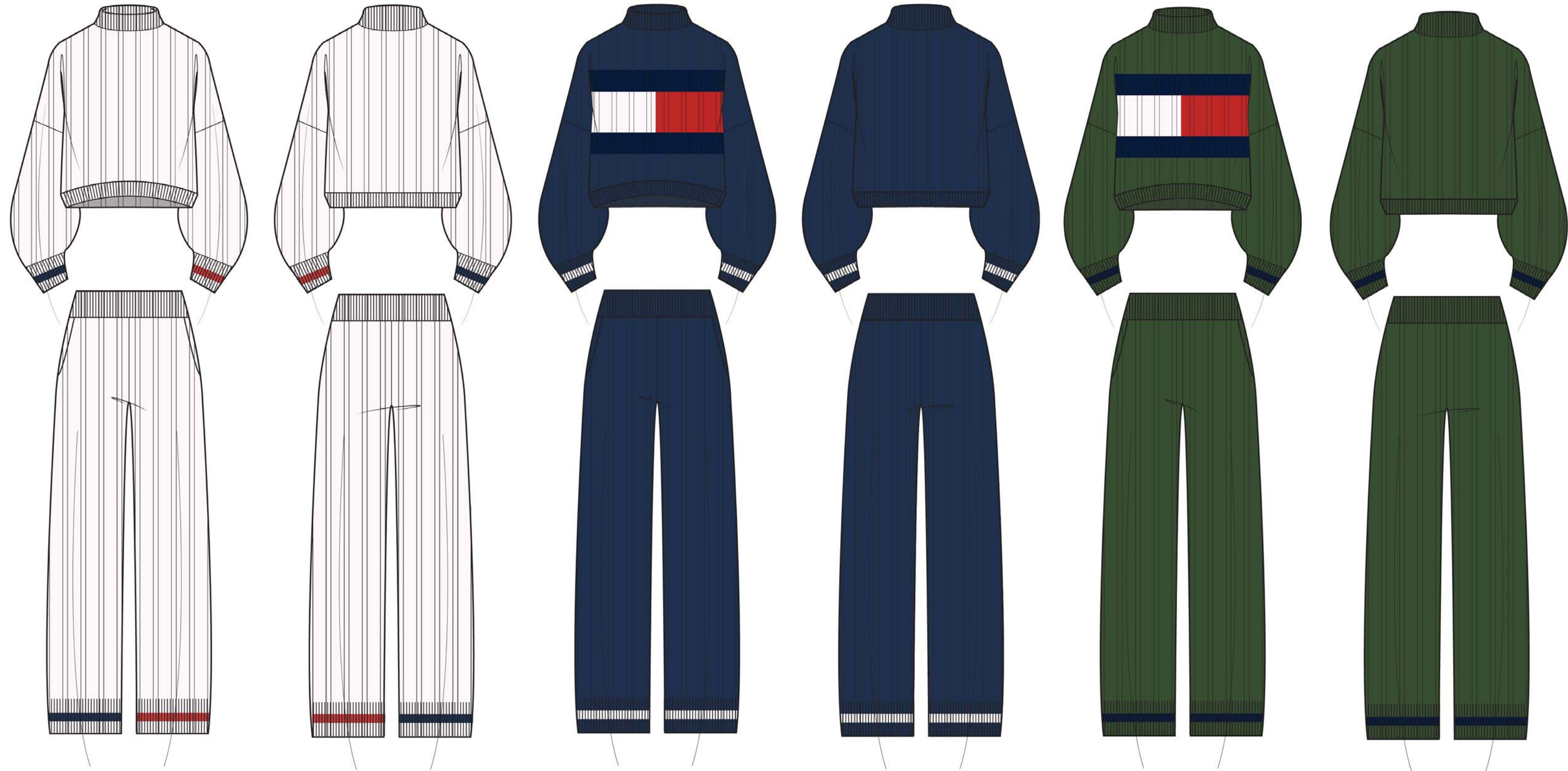
-Wide Rib (knit to purl ratio 10:1) body  
with 1x1 rib trims

-Sporty tubular mock-neck top with  
bubble sleeves and arched hem

-Matching pants with roomy straight leg  
and elastic through rib waistband





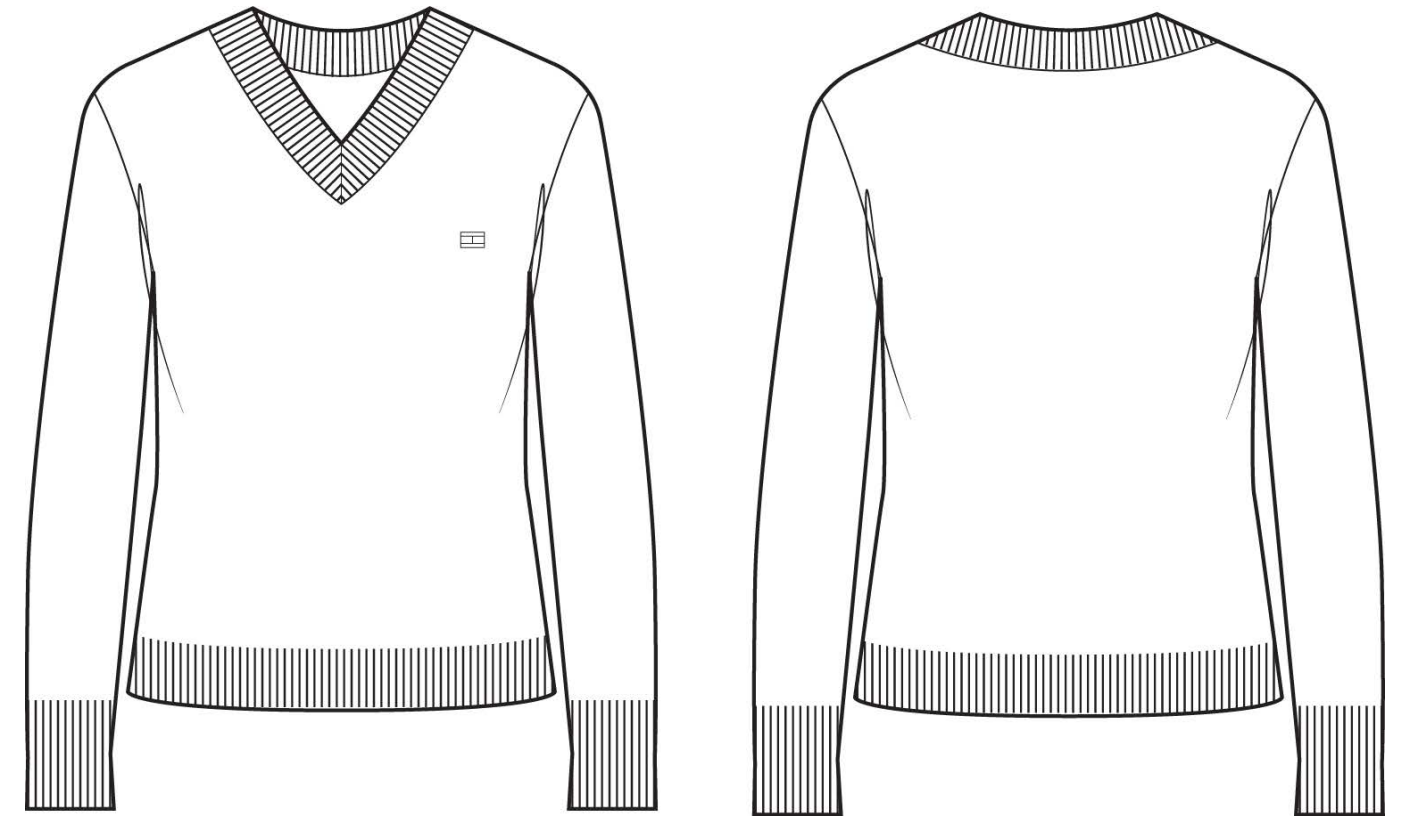


Yarn 1: SNOW || Yarn 2: NAVY || Yarn 3: CRANBERRY

Yarn 1: NAVY || Yarn 2: SNOW

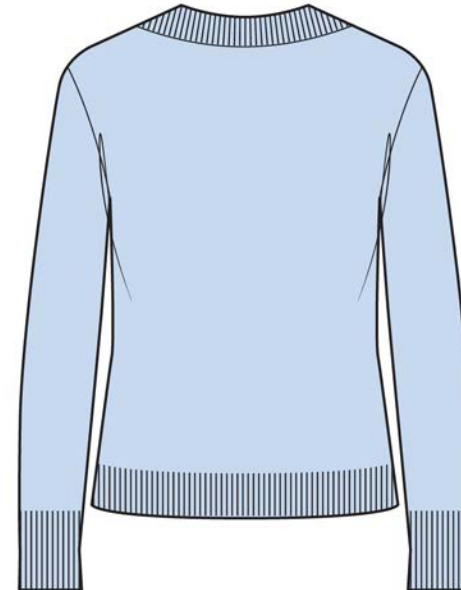
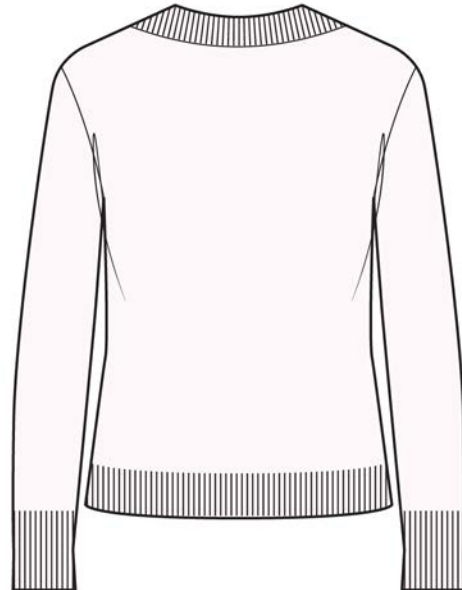
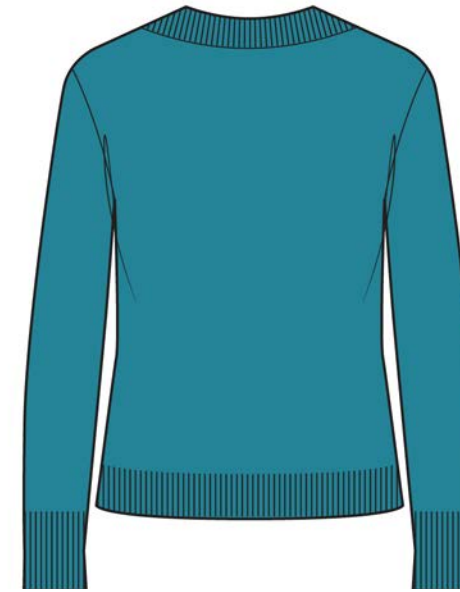
Yarn 1: PINE TREE || Yarn 2: NAVY





- 100% Cotton || Gauge 3 lightweight yarn
- Tighter V neckline for sportier feel, still open enough to see clavicle/ layer with collared shirt
- Wider neck trim and sleeve cuff rib
- Slightly shorter body length to balance out new proportions ( ~1" shorter than current specs)
- Bold rainbow stripe & star pattern CCs









THANK YOU