Tommy Hilfiger takes latest step toward fully digital design

By Gabriella Lacombe  -  11 November 2019

PVH Corp’s Tommy Hilfiger has announced that it will incorporate 3D design technology into all of its global apparel design teams at its headquarters in Amsterdam, marking the latest step in the brand’s goal to digitize its value chain from end-to-end.

Following the tech boost, the brand will launch a capsule collection designed, developed and sold entirely digitally in Fall 2020. In addition, Tommy Hilfiger’s Spring 2022 apparel collections will be fully designed using its 3D design platform.
Eliminating elements of the design process like physical sketches and samples, Tommy Hilfiger’s digital production goal will mean that much of the brand’s products will exist exclusively as 3D designs until they are either physically produced for the runway or sold.

According to Tommy Hilfiger reps, the brand’s digital efforts offer multiple advantages, from creating a more sustainable production process to saving the company time and costs.

“The potential of 3D design is limitless, allowing us to meet consumer needs faster and in a more sustainable way,” said Daniel Grieder, chief executive officer of Tommy Hilfiger Global and PVH Europe.

“The technology has become a fundamental tool in our collection design and has the potential to significantly accelerate our speed to market and replace traditional product photography entirely. For our Fall 2020 season, our men’s dress shirts will be 100% 3D designed and require no sample production; the difference will be almost indistinguishable from styles designed and presented historically. This is the future.”

To keep the momentum going, Tommy Hilfiger has founded ‘Stitch,’ a tech incubator dedicated to digitizing the company’s design practices. Currently, associates in over 50% of the apparel divisions located at Tommy Hilfiger’s global headquarters have been trained in 3D design through the Stitch Academy.

In the future, the brand plans to give all of its product teams 3D design training and upskilling, including designers, patternmakers, fit technicians, product developers, and merchandisers.

The latest digital innovation follows two years of targeted pilots that have connected the 3D design platform to Tommy Hilfiger’s digital showroom, which first launched in 2015.

Tommy Hilfiger first began what it called its “3D design journey” in 2017, and has since come out with tech innovations like a digital fabric, pattern and color asset library; digital 3D presentation tools and rendering technology.

Currently, the brand uses its 3D design technology for 20 product groups, including polos, loungewear, knit dresses and jeans, among others.

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