For those brought up in Britain, 'TT' stands for 'Tourist Trophy', the toughest motorbike race in the world staged on the Isle of Man. Now, in fashion, it will stand for "Tommy x Timberland", the latest collab from the American designer which debuts on October 26.

Drop 1 will be a 17-piece hybrid capsule paying homage to the colorful signature styles of both brands, while the complete assortment will include apparel, footwear, accessories and, of course, boots where Tommy Hilfiger’s energetic take on Americana meets Timberland’s authentic outdoor and work aesthetic. All overlaid with the mood and zeitgeist of the ‘90s.

“As an iconic American brand in the outdoor arena, Timberland was a natural choice for a statement-making partnership as we look to celebrate legacy. The process has been such a creative adventure for me and a long time coming. If you look back at some of the most iconic pop culture images of the ‘90s, Tommy Hilfiger products were often paired with Timberland boots,” Tommy Hilfiger told FashionNetwork.com.
Using bright yellows and softest blues, the collection includes joint logo canary-yellow splash jackets; pretty multi-colored striped shirts; oversized fleeces with elasticated trim and some great carpenters’ pants with vertical dual logos.

Drop 1 will be available online at Tommy.com, Timberland.com, and select Tommy Hilfiger and Timberland stores worldwide and through select wholesale partners on Tuesday.

“To celebrate the clash of the two brands, we fused our signature flag with the Timberland tree, into a hybrid logo that runs throughout the collection. Color was an interesting juxtaposition, from the signature Timberland wheat and orange coloring and clashing them with our American primary colors of red, white and blue – just like how consumers wore the iconic Tommy palette with their wheat Timberlands in the ’90s,” added Lee Holman, Hilfiger's Chief Design Officer.
A past master in the art of blending preppiness with hip-hop punch, Tommy Hilfiger even dreams up a uber-sized 'H'-logo reversible varsity jacket and elongated dusters and parkas in black nylon.

“Diving into our archives and reliving that optimistic, ‘anything is possible’ energy of the ‘90s along with Timberland was a great and nostalgic experience. Culture shaped our brands, and in turn we shaped the fashion landscape of the time,” added the New York-based designer. Previously, Hilfiger has partnered with the likes of Gigi Hadid, Zendaya and Lewis Hamilton.

Naturally, the collection includes Tommy’s interpretation of the legendary Timberland 6” construction boot, revamped with the designer's iconic nautical American flag as a tongue, and finished at the side of the heel with a joint hybrid logo. It seems sure to achieve cult status.
Added Timberland’s global creative director Christopher Raeburn, when asked his favorite: “The 6” boot. It’s a new take on the classic Timberland boot remixed with the Tommy Hilfiger DNA. Even without the logo, this boot screams Timberland and Tommy – and being built on the shoulders of these icons.”

A second capsule is in the pipeline and the two brands plan multiple digital activations designed to engage and inspire the next generation.

By Godfrey Deeny

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