Tommy Hilfiger to launch pets collection

By Jennifer Braun - 14 June 2022

Tommy Hilfiger is set to start catering to a new clientele come January: dogs.

Via an exclusive collaboration with licensee partner Kanine, Tommy Hilfiger will launch its first-ever pets collection featuring a comprehensive range of apparel, accessories, and home products for dogs.

Kanine will handle the design, production, and global distribution of the collection, which promises to offer the signature Tommy Hilfiger style and the brand’s distinctive preppy touch. Across the line, the trademark red, white and blue color palette will be found and complemented by seasonal pops of blush pink and jade green.

In particular, the range features heritage looks reinterpreted for dogs including preppy striped sweaters and branded hoodies, as well as three different styles of raincoat and a selection of classic or bow bandanas.

In terms of home products, the collection offers a variety of padded dog beds, and for travel, pet carriers and travel accessories.

Completing the collection are essentials such as a leather leash set, a lightweight sport set, and a leash set with a collar, harness and leash. All sets are designed with the Tommy Hilfiger flag logo and can be completed with a nylon or silicone bag holder.
PVH acquired Tommy Hilfiger in 2010. Global retail sales of Tommy Hilfiger products were approximately $9.3 billion in 2021. The brand is present in 100 countries and more than 2,000 retail stores, including its largest global flagship store at tommy.com.

Most recently, Hugo Boss also announced an exclusive global dog apparel and accessories agreement with the Kanine, set to launch this Fall.

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