Behati Prinsloo stars in Tommy Hilfiger spring/summer 2016 campaign

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Preppy American brand Tommy Hilfiger has unveiled its spring/summer 2016 campaign starring one of the brand's hottest faces of the moment, Bahati Prinsloo, accompanied by five male models.

True to the spirit of the brand, this new collection is inspired by a casual style and a laid-back lifestyle. For its spring/summer 2016 campaign, Tommy Hilfiger left the US and headed for the Caribbean -- more precisely, to the island of Mustique, part of a group of islands called the Grenadines.

The campaign was shot by fashion photographer Craig McDean, who captured the summery landscapes of this paradise island with its long white sandy beaches and the turquoise waters of the Caribbean Sea.

Namibian model Behati Prinsloo can be seen sporting a selection of highly feminine, brightly colored pieces from the spring-summer 2016 collection, alongside male models Miles McMillan, Marlon Teixeira, Nathan Owens, Jordan Barrett and Dariues Trabalza Haynes.

Entitled "Wish You Were Here," the campaign puts particular focus on flagship pieces from the brand's summer collection. These include maxi dresses, strappy bikinis and monokinis, long shirts and flower-print dresses from womenswear, and Hawaiian-print swim shorts, polo shirts, short-sleeved shirts and floral trousers from menswear.

Behati Prinsloo, who has recently modelled for Victoria's Secret, Juicy Couture and Lancaster Paris, has been picked as the face of Tommy Hilfiger for the third consecutive season. Next season's collection will be fronted by Gigi Hadid, who

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