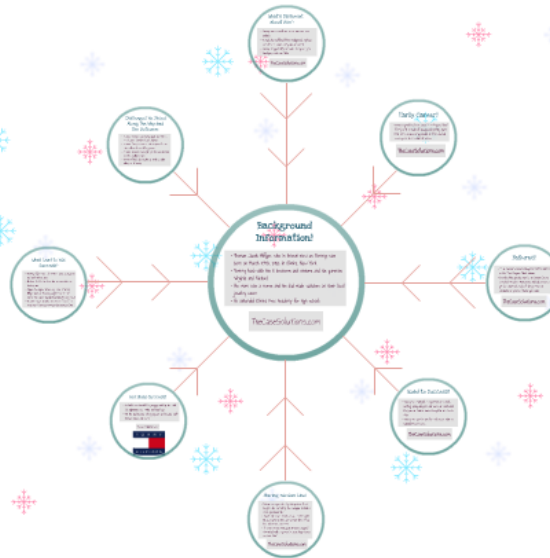


Transforming Tommy Hilfiger (A), Spanish Version

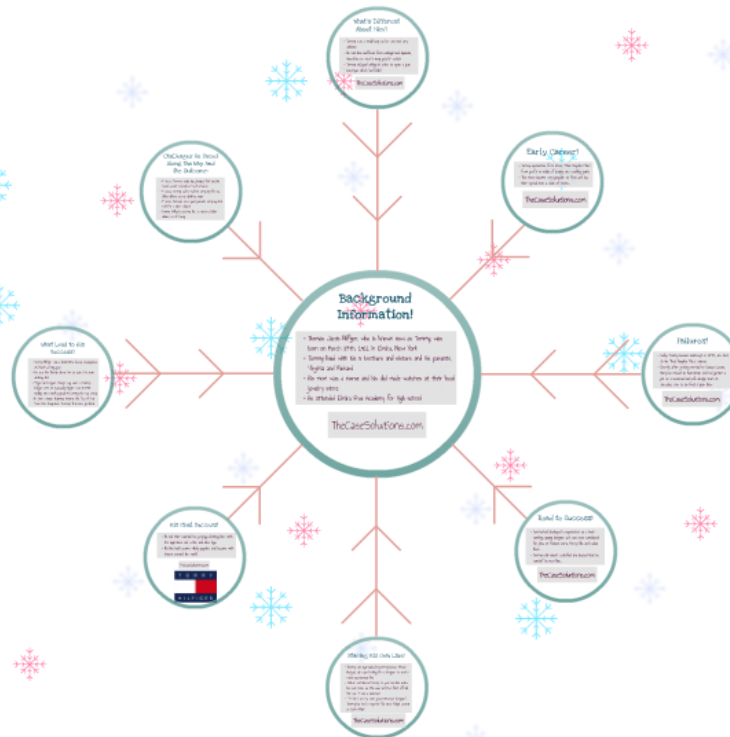
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TOMMY HILFIGER

Transforming Tommy Hilfiger (A), Spanish Version


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Background Information!

- Thomas Jacob Hilfiger, who is known now as Tommy, was born on March 24th, 1951 in Elmira, New York
- Tommy lived with his 8 brothers and sisters and his parents, Virginia and Richard
- His mom was a nurse and his dad made watches at their local jewelry store
- He attended Elmira Free Academy for high school

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What's Different About Him?

- Tommy was a small boy, so he was not very athletic
- He had also suffered from undiagnosed dyslexia, therefore he wasn't very good in school
- Tommy skipped collage in order to open a jean boutique, which had failed



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Early Career!

- Tommy opened his first store, "That People's Place" from profit he made of buying and reselling jeans
- This store became very popular at first and had then spread into a chain of stores

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Failures!

- Sadly, Tommy became bankrupt in 1977, and lost all his "That People's Place" stores
- Shortly after getting married to Susan Carona, they had moved to Manhattan, and had gotten a job as a husband-and-wife design team at Jordache, only to be fired a year later

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Road to Success!

- Tommy had developed a reputation as a hard-working young designer and was even considered for jobs at fashion icons, Perry Ellis and Calvin Klein
- Tommy still wasn't satisfied and decided that he wanted his own line...

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Starting His Own Line!

- Tommy was approached by entrepreneur, Mohan Murjani, who was looking for a designer to head a men's sportswear line
- Mohan had allowed Tommy to put the line under his own name, so this was Tommy's first official line, and IT was a success!
- "I think I am the next great American designer," Tommy had told a reporter, "The next Ralph Lauren or Calvin Klein."

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His Final Success!

- He had then started his preppy clothing line, with its signature red, white, and blue logo
- His line had become wildly popular and became well-known around the world

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