

LXMT 740 - Visual Narrative for
Consumer Engagement

TOMMY
HILFIGER

HILFIGER
PIER 86

Project Rationale

The idea behind this project is to reimagine luxury retail by having a hyper modern, architectural Tommy Hilfiger pavilion directly placed into the flight deck of the historic Intrepid Museum at Pier 86 in New York City. The design ideology deliberately avoids clichés and works on drawing the audience’s focus on the visual juxtaposition - the raw and heavy looking grey steel of the museum set against the sleek and glossy glass. The structure would utilise the classic “Tommy” colours: red, blue and white, which is also the perfect epitome of Classic Americanism. The pop up would blend the brand’s NYC heritage with a hyper exclusive and modern “drop” culture. *Hilfiger Pier 86* will hence transform traditional shopping into a monumental, tension-filled cultural destination that commands attention both physically and digitally. The pop up would also feature a limited edition capsule collection inspired with the idea of “reoccupying” the Americanism of Tommy Hilfiger.



Source: Tommy Hilfiger



Source: Tommy Hilfiger

Brand Analysis

Brand Identity and USP

The USP: “Classic American Cool” with a preppy twist.

- Tommy Hilfiger’s visual identity is deeply rooted in classic Americana, instantly recognizable through its consistent use of colour and bold simplicity.
- The brand is anchored by its famous rectangular flag logo. It features navy blue horizontal stripes on the top and bottom, framing a white and red color block in the center. It was originally inspired by maritime semaphore flags (specifically the letter “H” for Hilfiger).
- The primary colours are strictly **red, white, and navy blue**. This consistent tri-colour palette reinforces its American heritage and makes the brand instantly recognizable globally.
- Tommy Hilfiger is best described as “preppy with a twist.” The visual styling relies heavily on nautical stripes, bold colour-blocking, collegiate/varsity motifs, plaid, and clean, tailored silhouettes updated with modern edges.



Brand Voice

- ***Optimistic and Energetic:*** The brand speaks with a lively, youthful, and positive enthusiasm. It celebrates life, movement, and culture.
- ***Inclusive and Accessible:*** While positioned as a premium brand, the voice is intentionally democratic. It breaks down the historical elitism of “East Coast prep” and invites everyone to participate in the lifestyle.
- ***Pop-Culture Fluent:*** The messaging frequently intersects with music, art, gaming, and entertainment. The brand speaks comfortably about collaborations with pop stars, athletes, and streetwear icons, bridging the gap between heritage fashion and modern hype.
- ***Confident yet Casual:*** It embodies a “Classic American Cool” attitude, meaning it sounds self-assured, relaxed, and never overly formal, stuffy, or pretentious.



Brand Values

- ***Core Values:*** Tommy Hilfiger’s brand values have evolved from pure fashion aesthetics to encompass broader social and environmental responsibilities.
- ***Classic American Cool:*** This is the bedrock of the brand. It is a commitment to celebrating and constantly reinventing classic American style, bringing a sense of freedom and youthful rebellion to traditional prep.
- ***Inclusivity and Accessibility:*** The brand actively champions diversity in fashion. This is most notably realized through Tommy Adaptive, an innovative clothing line featuring modified closures and fits designed specifically for adults and children with disabilities.
- ***Championing Individuality:*** Tommy Hilfiger values self-expression. Through its campaigns and diverse collaborations, the brand encourages consumers to take classic wardrobe staples and put their own unique, personal “twist” on them.

PESTEL Analysis

P

- **Trade Policies and Tariffs:** As a global brand heavily reliant on international manufacturing (especially in Asia), shifts in trade agreements or escalating tariffs (such as US-China trade tensions) directly impact production costs and supply chain efficiency.
- **Labor Regulations in Sourcing Countries:** Political pressure and changing government regulations regarding factory working conditions and minimum wages in developing nations require the brand to constantly audit and adjust its manufacturing partnerships to avoid political backlash and operational disruption.

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- **Inflation and Discretionary Spending:** Global inflation and rising costs of living directly impact consumer purchasing power. Because Tommy Hilfiger is positioned as a premium lifestyle brand, it is vulnerable when middle-class consumers cut back on non-essential apparel spending.
- **Currency Exchange Volatility:** Tommy Hilfiger generates a massive portion of its revenue internationally. Fluctuations in currency exchange rates (especially a strong US Dollar against the Euro or Asian currencies) can significantly impact the reported profitability of its parent company, PVH Corp.

S

- **Shift in Dress Codes:** The ongoing casualization of fashion and the dominance of streetwear have forced the brand to continually adapt its traditional “preppy” aesthetic to remain relevant to younger demographics and shifting lifestyle norms.
- **Demand for Inclusivity and Purpose:** Modern consumers increasingly align their purchases with their values. The brand must continuously demonstrate authentic commitments to diversity, equity, and inclusion: a shift they have successfully capitalized on through their Tommy Adaptive line and diverse marketing campaigns.

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- **Omnichannel and Web3 Innovation:** The brand must continuously invest in seamless digital experiences, blending physical retail with e-commerce, augmented reality (AR) try-ons, and immersive digital spaces (like their ventures into Roblox and the Metaverse) to capture Gen Z consumers.
- **Supply Chain AI and Data Analytics:** Utilizing predictive analytics and artificial intelligence is becoming crucial for optimizing inventory management, forecasting fashion trends, and minimizing overproduction

E

- **The Push for Circular Fashion:** There is immense pressure from both consumers and environmental groups to reduce the apparel industry’s massive carbon and water footprints. The brand faces the challenge of transitioning to sustainable materials, recycling initiatives, and circular design (aligning with their “Wastes Nothing” initiative).
- **Climate Impact on Raw Materials:** Extreme weather events and changing climates threaten the yield and price stability of essential raw materials, particularly natural fibers like cotton, requiring the brand to secure sustainable and resilient sourcing alternatives.

L

- **Intellectual Property Protection:** As a highly recognizable, logo-driven global brand, Tommy Hilfiger faces a constant legal battle against counterfeiting and trademark infringement, which dilutes brand equity and drains revenue.
- **Data Privacy Regulations:** With the growth of digital marketing and e-commerce, strict adherence to evolving global data protection laws (such as GDPR in Europe and CCPA in California) is required to legally manage consumer data and avoid severe financial penalties.

Brand Positioning

Current Brand Positioning

Where Tommy Hilfiger sits today.

For consumers seeking accessible, premium lifestyle apparel, Tommy Hilfiger provides the essence of “Classic American Cool.” It balances its historic East Coast prep heritage with modern pop-culture collaborations, offering a broadly appealing, multi-generational wardrobe. In terms of their value proposition, Tommy Hilfiger values high-quality, and recognizable heritage clothing at an accessible luxury price point, leaning heavily on 90s nostalgia and broad, global availability. Because the brand is so universally accessible and heavily distributed (found in massive flagship stores and department stores alike), it risks losing the urgent, “must have” credibility required to capture the modern, ultra-high-end streetwear consumer.

Proposed Brand Positioning (Hilfiger Pier 86)

Where this pop-up temporarily shifts the brand.

For culturally driven, trend conscious Millennials and Gen Z, Hilfiger Pier 86 is the ultimate experiential luxury destination. It bridges the gap between classic Americana heritage and modern, hyper exclusive clothing. Unlike legacy brands that rely purely on static nostalgia, Hilfiger Pier 86 delivers premium apparel through disruptive, tension-filled, and highly shareable physical-to-digital (phygital) cultural events. Through Hilfiger Pier 86, the ideal value is to engineer scarcity. The consumer is not just buying a premium garment, they are acquiring the social cachet of gaining access to an ultra-exclusive, monumental event on a historic aircraft carrier.

The Key Differentiators (The Competitive Edge)

How this pivot beats the competition.

Versus Ralph Lauren: Polo Ralph Lauren commands the traditional prep space but rarely attempts to feel dangerous or urgent. Tommy Hilfiger inherently possesses 90s street credibility, allowing Pier 86 to execute a hype drop authentically without feeling forced.

Versus Supreme/Kith: While these brands dominate modern exclusivity, they lack the massive, universally recognized, multi generational heritage of the Tommy Hilfiger flag logo. Hilfiger Pier 86 combines the fierce urgency of a Supreme drop with the monumental scale of a billion-dollar legacy brand.

Brand Perceptual Map

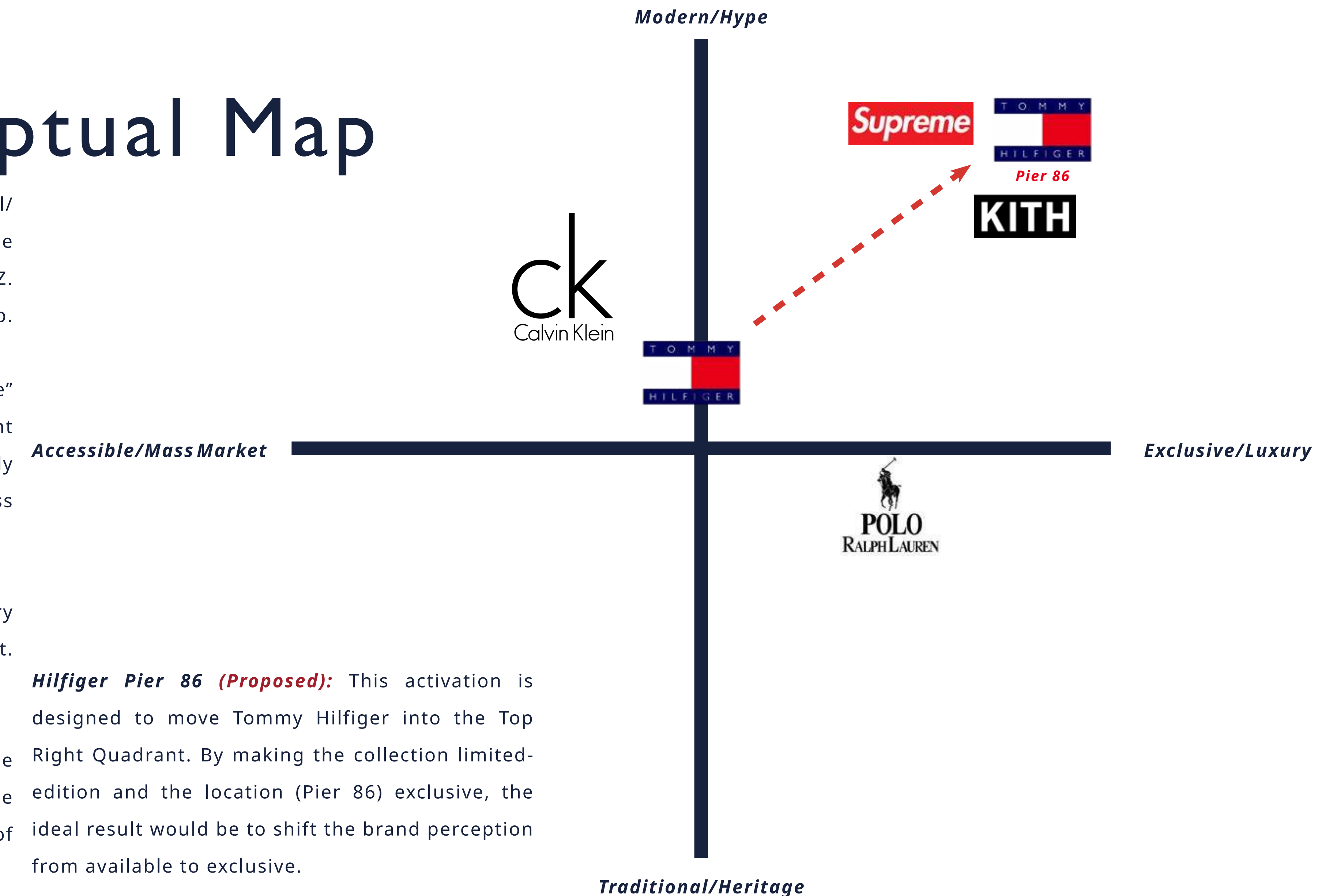
Polo Ralph Lauren: Occupies the “Traditional/ Exclusive” quadrant. They have immense heritage but often lack the hype factor that drives Gen Z. They are the benchmark for classic American prep.

Calvin Klein: Sits in the “Modern/Accessible” quadrant. While they are very culturally relevant through celebrity marketing, their product is widely available in department stores, making them less exclusive.

Supreme & Kith: These are Tommy Hilfiger’s primary targets in the “Modern/Exclusive” (Hype) quadrant. They survive on scarcity and high-demand drops.

Tommy Hilfiger (Current): Currently sits in the center. It is a heritage brand that sits on the edge of hype and accessibility. It is the everyman of premium fashion.

Hilfiger Pier 86 (Proposed): This activation is designed to move Tommy Hilfiger into the Top Right Quadrant. By making the collection limited-edition and the location (Pier 86) exclusive, the ideal result would be to shift the brand perception from available to exclusive.



Target Market Profiles

Profile 1: The Hype Collector

This consumer is the engine for modern everyday wear exclusivity. They dictate what is culturally relevant.

Demographics: Age 19 - 24, Reside in urban centers and earn around \$50,000 per year (or are supported by family wealth/engage in resale side hustles. They are generally students or junior creatives.

Psychographics: They are deeply embedded in sneaker, streetwear, and underground music culture. They value scarcity, insider knowledge, and the social status that comes with owning something others cannot get. They do not just wear clothes; they collect cultural artifacts.

Media Diet: Highly active on TikTok, Discord servers, and secondary resale apps.

Personality Traits: Competitive, obsessive, trend-setting, and digital-first. They thrive on insider knowledge and being the first to discover or acquire something new. They are highly analytical when it comes to brand collaborations and streetwear history.

Purchase Motivations: Scarcity and Social Cachet. They are not buying the garment for its utility, they are buying it because others cannot get it. Their primary motivation is to secure the “ungettable get” before it hits the secondary market. The clothing acts as a physical trophy of their cultural awareness.



Source: Pinterest

Profile 2: The Cultural Tourist

This consumer views fashion as a form of high-end entertainment and lifestyle curation.

Demographics: Age 25–32. Affluent urbanite. Earn around \$110,000/year. They are generally workers in the tech industry or engage in marketing, or PR professions.

Psychographics: Driven by FOMO and aesthetic curation, they view fashion as high-end cultural entertainment, purchasing luxury goods primarily to acquire the social cachet of experiencing an exclusive, monumental event.

Media Diet: Instagram is their primary mood board and stage. They consume content from high-end lifestyle influencers and digital fashion magazines like Hypebae or Highsnobiety.

Personality Traits: Extroverted, aesthetically focused, experience-driven, and highly susceptible to FOMO (Fear Of Missing Out). They view themselves as curators of their own lives and use brands to signal their lifestyle and status.

Purchase Motivations: The Ultimate Souvenir. Their purchase is driven by the desire to prove they were part of an exclusive, monumental cultural moment. They are buying the product to serve as a tangible reminder... and a social media bragging right - that they had VIP access to the Hilfiger Pier 86 event.



Source: Pinterest



Source: Tommy Hilfiger

Profile 3: The Nostalgic Loyalist

This consumer provides the financial backbone and proves the brand’s multi-generational staying power.

Demographics: Age 33–40. These are the established professionals. These consumers earn more than \$150,000/year. Their professions include finance, law, or management.

Psychographics: The consumers under this segment are deeply drawn to the emotional connection of the brand’s 90s era, all the while, they prioritise premium craftsmanship, white glove service, and architectural sophistication over fast paced hype cycles.

Media Diet: Traditional luxury media, GQ, Architectural Digest, and targeted high-end email newsletters.

Personality Traits: Discerning, brand loyal, mature, and detail-oriented. They appreciate authenticity and heritage. They have outgrown chaotic retail environments and now expect premium, frictionless, white glove experiences.

Purchase Motivations: Elevated Heritage and Quality: They are motivated by the emotional connection to their youth, rekindling fond memories of wearing Tommy Hilfiger in the 90s. However, because their income has grown, they are purchasing to reward themselves with the highest tier, most premium architectural version of a brand they have trusted for decades.



Marketing Strategy

In the modern luxury landscape, consumer attention is extremely important. To successfully reposition Tommy Hilfiger from a widely accessible heritage brand to a hyper exclusive cultural powerhouse, the “Hilfiger Pier 86” campaign aims to shift away from traditional, transaction based retail. Instead, the strategy relies on Engineered Scarcity and Experiential Spectacle.

By utilizing a **phygital** (physical-meets-digital) approach, the campaign seamlessly bridges the gap between digital hype and physical execution. The strategy uses highly restricted, app gated access to a monumental, photogenic physical location. This forces a spike in consumer demand. This holistic approach ensures that the brand is not just selling a limited edition garment, but is delivering an unforgettable, highly shareable cultural event that re-energizes Tommy Hilfiger’s “Classic American Cool” DNA for a new generation.

4 Ps of Marketing

Product

The Concept: A highly curated, limited edition collection of elevated everyday wear. Instead of chasing fleeting streetwear trends, this capsule focuses on “Quiet Americana” masterfully tailored, timeless wardrobe essentials that merge Tommy’s nautical roots with modern, high end sophistication.

The Exclusivity: Rather than relying on “hype,” the exclusivity comes from the craftsmanship and the setting. These are investment pieces designed to be worn daily, available only to those who board the flight deck.

Promotion

The App: The Adobe XD mobile app prototype remains mandatory for entry, ensuring a frictionless, uncrowded, and premium shopping experience. Users log in to view a highly editorial, lookbook style preview of the garments before securing their 30 minute “boarding” time slot.

PR Amplification: Fashion publications like Vogue, GQ, and Architectural Digest are targeted to highlight the exquisite tailoring of the collection and the breathtaking architectural achievement of the pop up space itself.

Price

The Strategy: Because of the shift from streetwear to elevated everyday wear, the pricing is justified not by a logo, but by the tangible quality of the garments and the exclusivity of the retail experience.

Prices reflect investment level wardrobe staples:
Tailored Oxford shirts at \$195, Selvedge Denim at \$250, Cashmere knits at \$400, and premium outerwear ranging from \$600 to \$900.

Placement

The Location: The 900-foot Flight Deck of the Intrepid Sea, Air & Space Museum at Pier 86, New York City.

Why? This is where the product shines. The pristine, glowing glass pavilion and the crisp, clean lines of the “everyday wear” garments create a striking, elegant contrast against the imposing, weathered grey steel of the military hardware outside. It elevates “everyday” into something monumental.



Source: Tommy Hilfiger

Marketing Messages

Primary Message

**Classic Heritage. Uncharted Territory.
Welcome to Pier 86.**

Call to Action

**Access is strictly limited. Download the app
to secure your boarding pass and unlock the
Pier 86 Capsule.**

Pillars of Communication

Refined Americana: The messaging should feel crisp, tailored, and effortlessly cool.
Quiet Luxury: Focus on the quality, the cut, and the timeless nature of the garments.
Monumental Scale: Remind the consumer that acquiring these everyday essentials requires stepping onto a piece of American history.

Why this works?

The Precedent

In September 2024, Tommy Hilfiger executed one of the most talked-about events of New York Fashion Week by taking over the decommissioned Staten Island Ferry (the MV John F. Kennedy). This monumental show was designed to celebrate the brand's 40 year nautical heritage, bringing classic Americana to a quintessential New York maritime icon.

The success of that event proved two crucial things about the modern luxury consumer:

1. They crave large-scale, location-based storytelling over traditional runway shows.
2. The intersection of New York maritime history and Tommy Hilfiger's classic DNA is highly authentic and culturally resonant.



Application to Pier 86

The Hilfiger Pier 86 pop up is not a random location choice; it is the logical, strategic escalation of the MV John F. Kennedy event

- **From Accessible to Exclusive:** The Staten Island Ferry is a symbol of the everyday NYC commuter. It was the perfect venue to celebrate broad, accessible heritage. The Intrepid Aircraft Carrier, however, is a symbol of monumental power, precision engineering, and restricted access. Moving from the ferry to the flight deck perfectly mirrors the brand's pivot from accessible prep to exclusive everyday luxury.
- **Elevating the Nautical Theme:** While the ferry leaned into classic sailing and regatta motifs, the Intrepid allows the brand to explore a more mature, architectural, and industrial side of its maritime heritage. The heavy, grey steel of the naval ship provides the ultimate high-contrast backdrop to highlight the exquisite tailoring and premium fabrics of the capsule collection.



Welcome to
Pier 86

Location Analysis

Macro Analysis - The NYC Luxury Retail Expansion

New York City continues to lead the country as the top destination for new luxury retail openings. Between July 2024 and July 2025, the city recorded 42 new luxury store openings, a significant increase from the previous year. Despite some broader economic uncertainties, new luxury retail square footage expanded significantly, increasing by 65.1% in the first half of 2025 compared to the same period in 2024.

This physical expansion is being heavily shaped by the demand for “experiential retail.” Consumers, in particular, Millennials and Gen Z are highly experience-driven, meaning that store design, atmosphere, and “Instagram-ability” matter just as much as the physical merchandise.

Brands are increasingly leveraging pop-ups as a strategic entry point to test concepts and generate hype before committing to permanent spaces. Hilfiger Pier 86 perfectly capitalizes on this trend by prioritizing an immersive, tension-filled environment over a standard transactional storefront.



Consumer Demographics & Tourism Impact

Gen Z and Millennial consumers are currently the primary drivers of sales growth in the luxury sector. Luxury brands that successfully leverage viral marketing, pop culture, and unique aesthetics to engage these younger demographics have recorded exceptional retail sales surges.

Tourism remains a massive engine for NYC’s retail economy, generating a staggering \$84.7 billion in total economic impact in 2025. The city hosted 65 million total visitors in 2025, and current projections estimate that number will grow to 66.3 million visitors in 2026.

The domestic visitor market remains the backbone of this industry, accounting for 80% of total visitation.

Furthermore, hotel performance in the city is thriving, particularly within the luxury and upscale segments. This growth is driven by higher-income travelers who consistently prioritize premium travel and experiences.



Micro Analysis - Midtown West, Hell's Kitchen & Hudson Yards

Pier 86 sits on the western edge of Manhattan, bordered by Hell's Kitchen and the luxury development of Hudson Yards. This area boasts exceptional foot traffic and transit accessibility, featuring a "Walker's Paradise" Walk Score of 99 and close proximity to Penn Station. The local demographics represent a highly lucrative target for premium apparel. The surrounding Midtown West area has a population of approximately 75,000 residents. Hell's Kitchen maintains a median household income of roughly \$98,727 to \$100,000, while the adjacent Shops at Hudson Yards attracts a highly affluent clientele with median household incomes exceeding \$150,000.



The Intrepid Sea, Air & Space Museum



The Intrepid Sea, Air and Space Museum is situated on a WWII-era aircraft carrier, featuring a Space Shuttle Pavilion, diverse aviation exhibits, and two major attractions on the adjacent Pier 86: the USS Growler submarine and a Concorde. The museum is located on the West Side of Manhattan and is operated by the Intrepid Museum Foundation, a 501(c)(3) nonprofit established in 1979.

The Intrepid Museum is a major New York City historic landmark that consistently welcomes more than 1 million visitors annually. The museum captures foot traffic from a broader pool of over 45 million tourists who visit New York City each year. The venue attracts a diverse, global audience while maintaining a strong local presence through robust programming for schools, veterans, and underserved communities.

Initially conceived in the late 1970s as a strategy to save the Intrepid, the museum officially opened to the public on August 3, 1982. Its early years were financially turbulent, culminating in the Intrepid Museum Foundation filing for bankruptcy in 1985 due to low attendance. To boost visitor numbers and revenue, the foundation added the submarine USS Growler and the destroyer USS Edson to its collection in the late 1980s.

Although financial difficulties persisted throughout the 1990s, the institution finally achieved profitability by 1998, allowing for minor updates. Significant investments followed in the 21st century, including a massive \$115 million overhaul that required the museum to close entirely from 2006 to 2008, and the debut of the Space Shuttle Enterprise pavilion in 2012.



Economic Footprint and Financial Viability

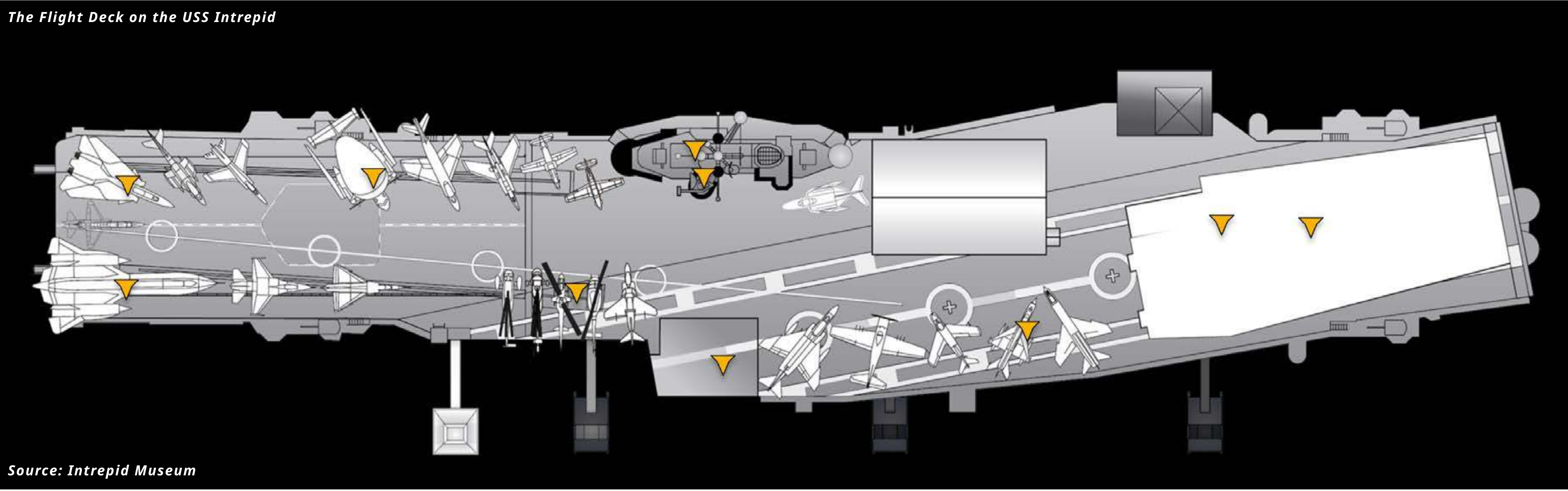
The museum is a significant economic anchor, reporting total revenues of over \$39.3 million for the 2024 fiscal year. A substantial portion of this financial success is driven directly by consumer engagement, with admissions and membership generating over \$18.5 million in 2023. Additionally, program services accounted for over \$20.6 million in revenue in 2024, demonstrating the museum’s strong operational capability to monetize its exhibitions and events. In addition to the Flight Deck, the museum grounds include a park-like outdoor area on Pier 86, the Space Shuttle Pavilion, and expansive indoor areas such as Hangar 1, which serves as a highly versatile entrance and reception space.

Physical Dimensions and Event Capabilities

The entire Intrepid Museum complex encompasses an expansive 350,000 square feet. The venue offers extensive and versatile hosting capabilities, featuring 13 distinct event spaces that can accommodate intimate gatherings of 20 people up to massive receptions of 5,000 attendees. The Flight Deck is the premier outdoor space, stretching 900 feet long. The Flight Deck has a maximum standing reception capacity of 1,600 guests and offers panoramic views of the Manhattan skyline, the Hudson River, the Statue of Liberty, and the George Washington Bridge.

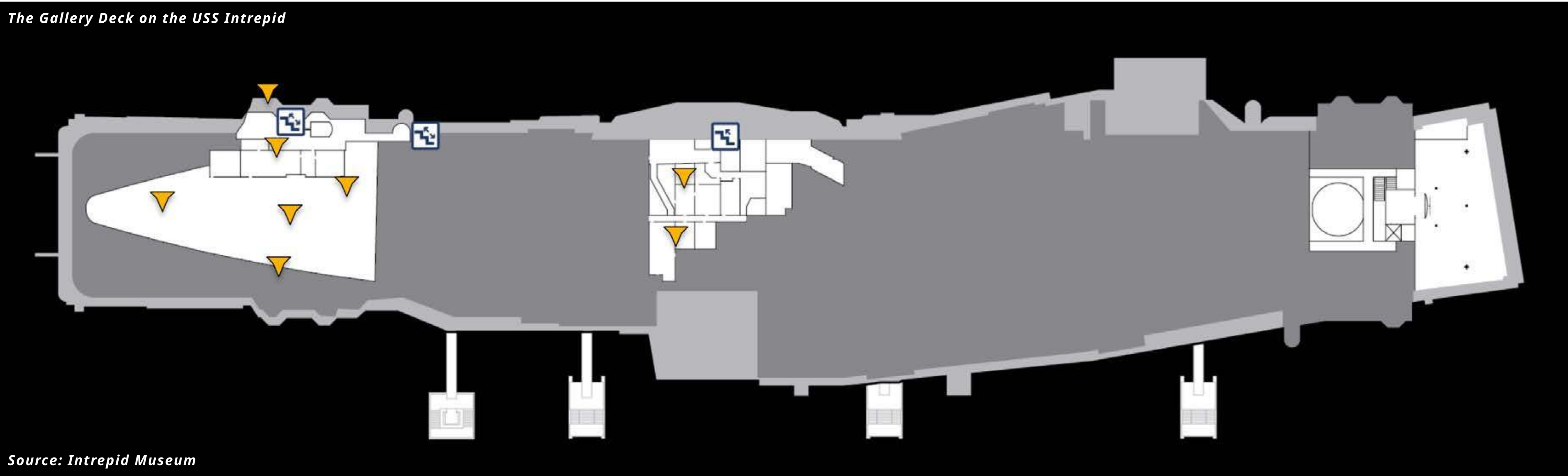
Levels on The Intrepid

The Flight Deck



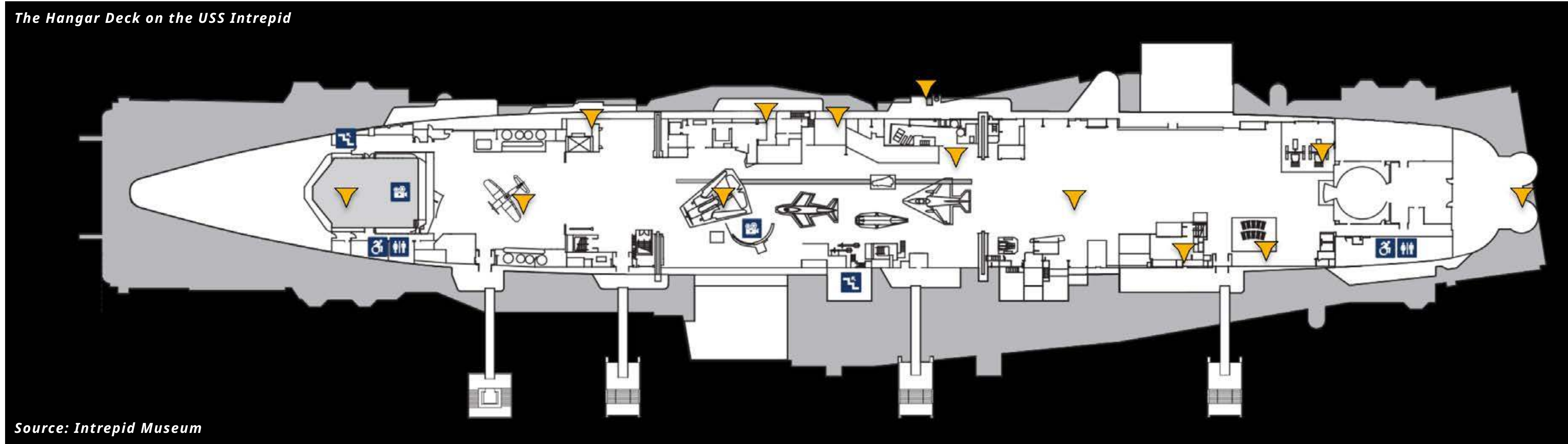
The Flight Deck on the USS Intrepid is the first level on the USS Intrepid which boasts of an impressive collection of over 20 restored military aircrafts that are sprawled over the expansive length of the deck of around 872 feet (266 meters).

The Gallery Deck



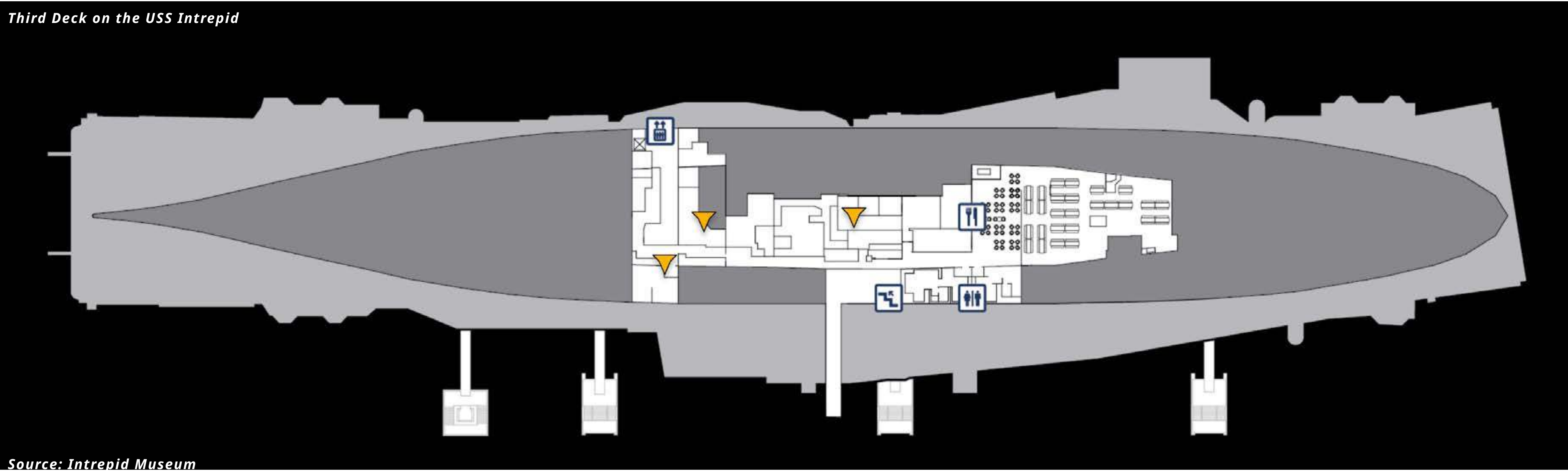
The Gallery Deck is nestled just below the flight deck and serves as the tactical heart of the ship, featuring the authentic Combat Information Center and original pilot ready rooms where aviators received their high-stakes briefings before taking to the skies.

The Hangar Deck



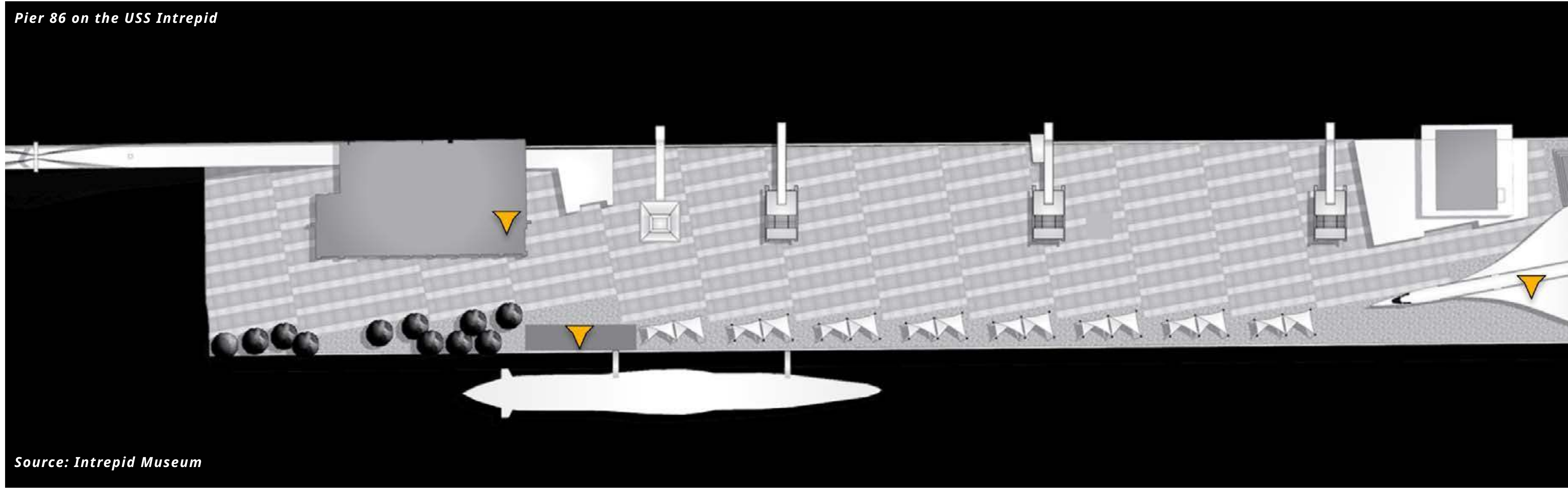
The Hangar Deck is the massive, enclosed main exhibit space of the museum that once served as the ship's indoor aircraft garage, and now features interactive exhibits like the Exploreum, a detailed World War II timeline, and original aircraft.

Third Deck



The Third Deck offers an immersive glimpse into the daily lives of the enlisted sailors, taking visitors deep into the ship's hull to explore the restored crew berthing areas, the medical facilities, and the mess deck where thousands of men lived and dined.

Pier 86



Pier 86 serves as the bustling entryway to the museum complex and houses its own spectacular standalone exhibits, most notably the record-breaking British Airways Concorde and the USS Growler, which is the only American guided missile submarine open to the public.

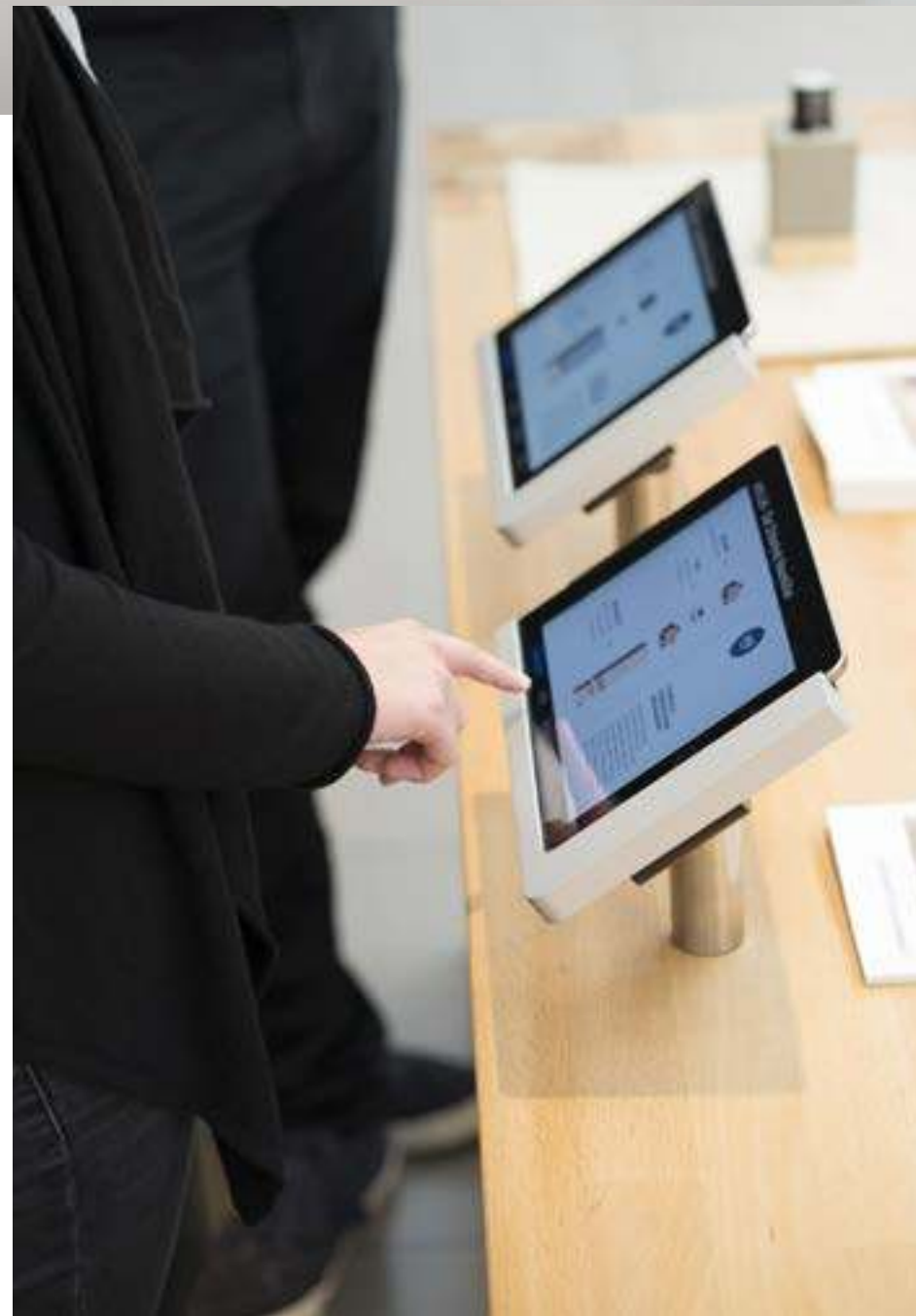
Inspiration Board



The rigidity of the hangars, in particular the architectural shapes was combined with the shapes in this image of a sketch of a building fuelled the drawing of the proposed floor plan.



Interiors inspiration



A "Pose with Tommy" logo for Instagram



Centre circular podium

Proposed Floor Plan

Checkout Counters

Clothing Racks

Mannequin Racks

Interactive
"Build Your Own
Wardrobe"

Fitting Rooms

Clothing Racks

VIP Lounge

Entrance



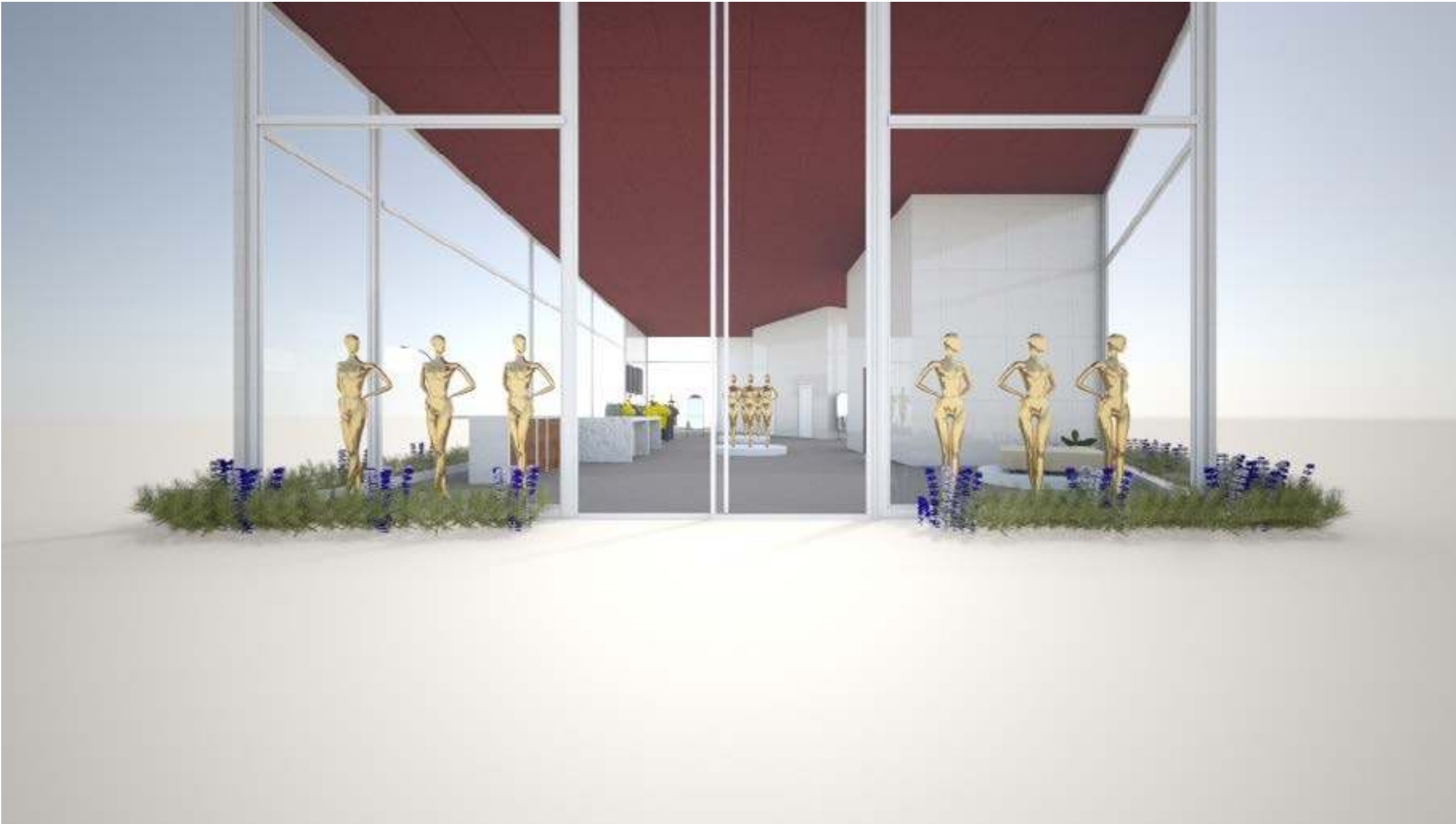
While 'Pier 86' establishes the campaign's monumental cultural address, the physical pop-up is intentionally elevated to the Intrepid's Flight Deck to engineer ultimate exclusivity and maximize architectural contrast. Another point to note is that the Intrepid is permanently docked at pier 86

Dimensions:

Length: 54 feet
Width: 20 feet
Square Feet: 2468 Sq Ft

Rendered Views of the Pop Up

Front View



3D View through Roomstyler



AI generated on Google Gemini

Side View



3D View through Roomstyler



AI generated on Google Gemini

Side View



3D View through Roomstyler



AI generated on ChatGPT Pro

View from the Back Entrance



3D View through Roomstyler



AI generated on ChatGPT Pro

View from inside a dressing room



3D View through Roomstyler



AI generated on ChatGPT Pro

View from inside the VIP room



3D View through Roomstyler



AI generated on ChatGPT Pro

Part 3:

App Prototype

App Solution

Through the app, I aim to solve the “Accessibility vs. Exclusivity Paradox.” Tommy Hilfiger is currently widely accessible. When mass market heritage brands attempt to pivot into hyper-exclusive “drop” culture, the physical execution often becomes chaotic, think unmanaged lines, resellers, and a degraded customer experience that ruins the illusion of luxury. The app solves this by acting as a digital velvet rope.

It eliminates the logistical friction of crowd control on a secure military vessel while restoring “white-glove” service to the hype model. By actively curating who gets in and when, the app protects the brand equity from being diluted by mass-market chaos. It essentially acts as a buffer that elevates the perceived value of the product before the consumer even sees the garments.



Source: Tommy Hilfiger

App Functions

The app will function as a closed-loop “phygital” ecosystem. Instead of a standard e-commerce platform, it is a location-based experiential tool. Its core functions include:

- Engineered Scarcity via Time-Slot Ticketing: The app is the only way to secure a 30-minute “Boarding Pass” to the Intrepid Flight Deck. It meters foot traffic to guarantee the space never feels crowded. In one 30 minute time slot, the app will monitor how many people make a reservation. To keep the scarcity and exclusivity of the event at the highest level, the app will send an “Error” message to ensure a maximum of 10 people are in the pop up at any given time.
- The Pre-Shop Ritual: It houses a highly editorial, interactive lookbook. Users can preview the “Quiet Americana” capsule collection, allowing them to plan their purchases and build psychological anticipation before they ever step foot on the pier.
- On-Site Geolocation & Wayfinding: Once on Pier 86, the app shifts into “Event Mode,” guiding the user through the massive 900-foot flight deck and providing digital context about the juxtaposition of the garments against the naval history.

Beyond these core functions, the app will serve as a targeted data collection tool, tracking user engagement to better understand this highly coveted consumer segment. It will also provide post-event follow-ups, extending the lifespan of the campaign by offering exclusive digital content or early access to future brand extensions.



Source: Pinterest



Source: Tommy Hilfiger

Who will use the app?

The app is designed exclusively for The Hype Collector (Age 19-24). This consumer dictates what is culturally relevant and views fashion as a high-stakes competitive sport. They are deeply embedded in sneaker culture, Discord servers, and underground streetwear drops. They value insider knowledge, extreme scarcity, and the social status that comes with owning something others cannot get. They will not use this app to leisurely browse; they will use it to hunt. For them, securing a spot on the Intrepid via the app isn't just about buying a garment, it is about acquiring a physical trophy of their cultural awareness.

App Neccessity

Yes, it is fundamentally necessary, and the key argument here is strategic friction. Why not just use a website? Because a website is too accessible. By requiring a user to download a dedicated app, you are intentionally asking for a higher level of commitment. This weeds out casual foot traffic and ensures that only highly motivated, culturally invested consumers make it onto the ship. Furthermore, the Intrepid is a massive, complex museum environment; an app is practically required to isolate the Tommy Hilfiger narrative from the general museum experience, creating a walled digital garden that matches the walled physical pavilion. In the landscape of modern luxury fashion management, the digital touchpoint is just as critical as the physical architecture. Without this dedicated app, Hilfiger Pier 86 risks being perceived as a mere marketing stunt rather than the monumental, white-glove cultural destination it is designed to be.

App Wireframes



TEXT

SIGN IN

CREATE ACCOUNT



TEXT

SIGN IN

[Create an account](#)



TEXT

CREATE ACCOUNT

[Sign in to your account](#)



TEXT

TEXT GOES HERE

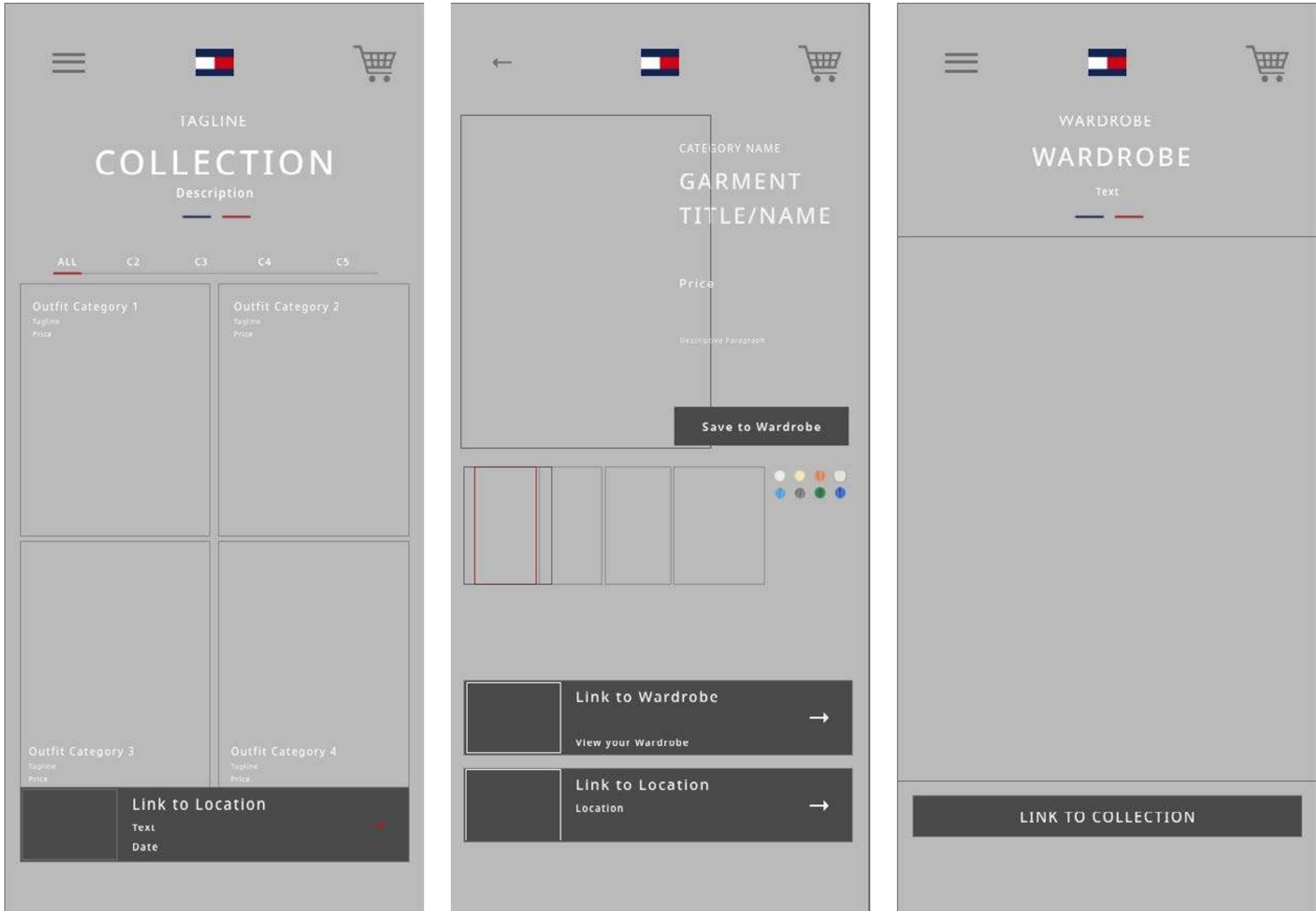
Event Date

Tagline

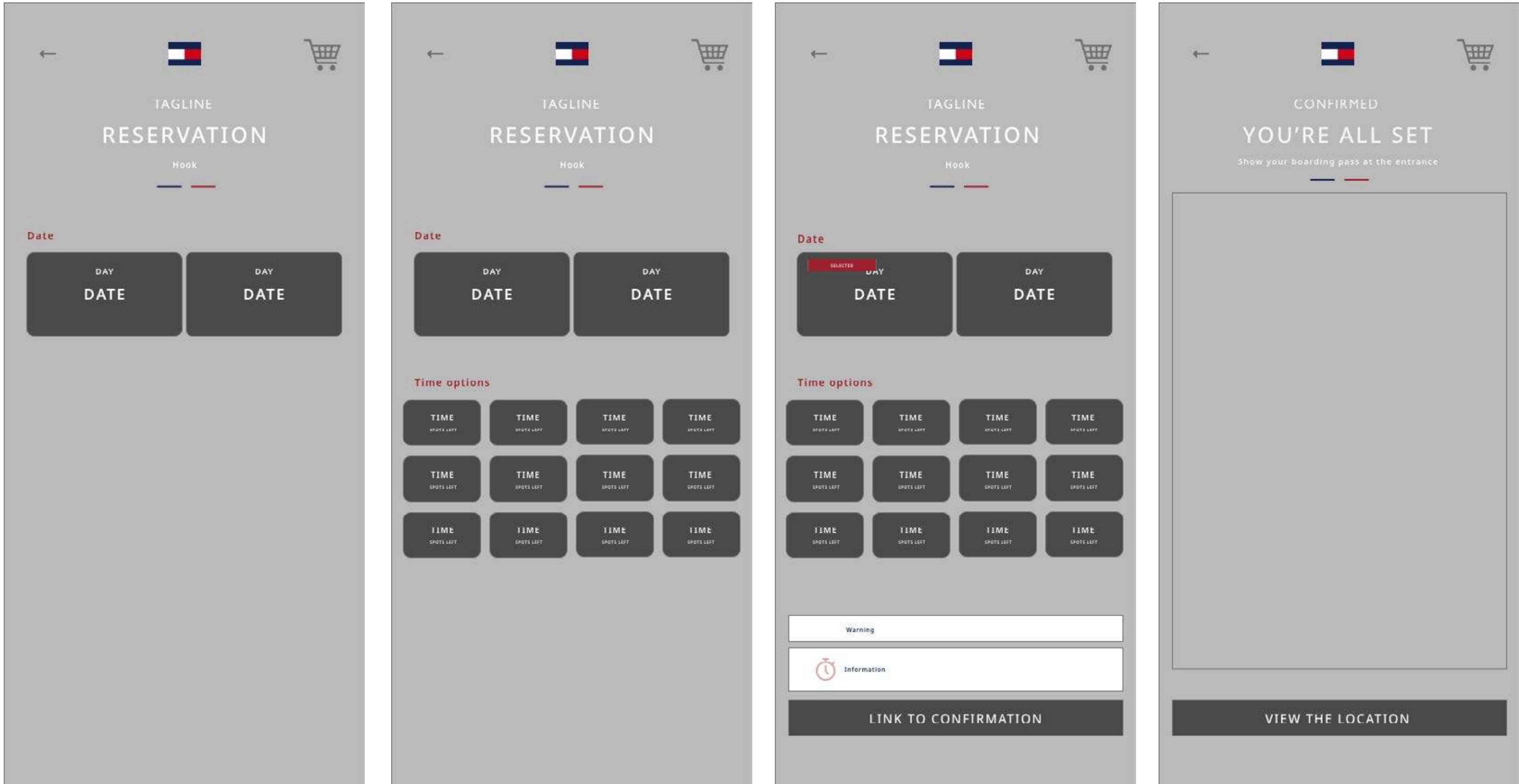
Link to Booking

[Link to collection](#)

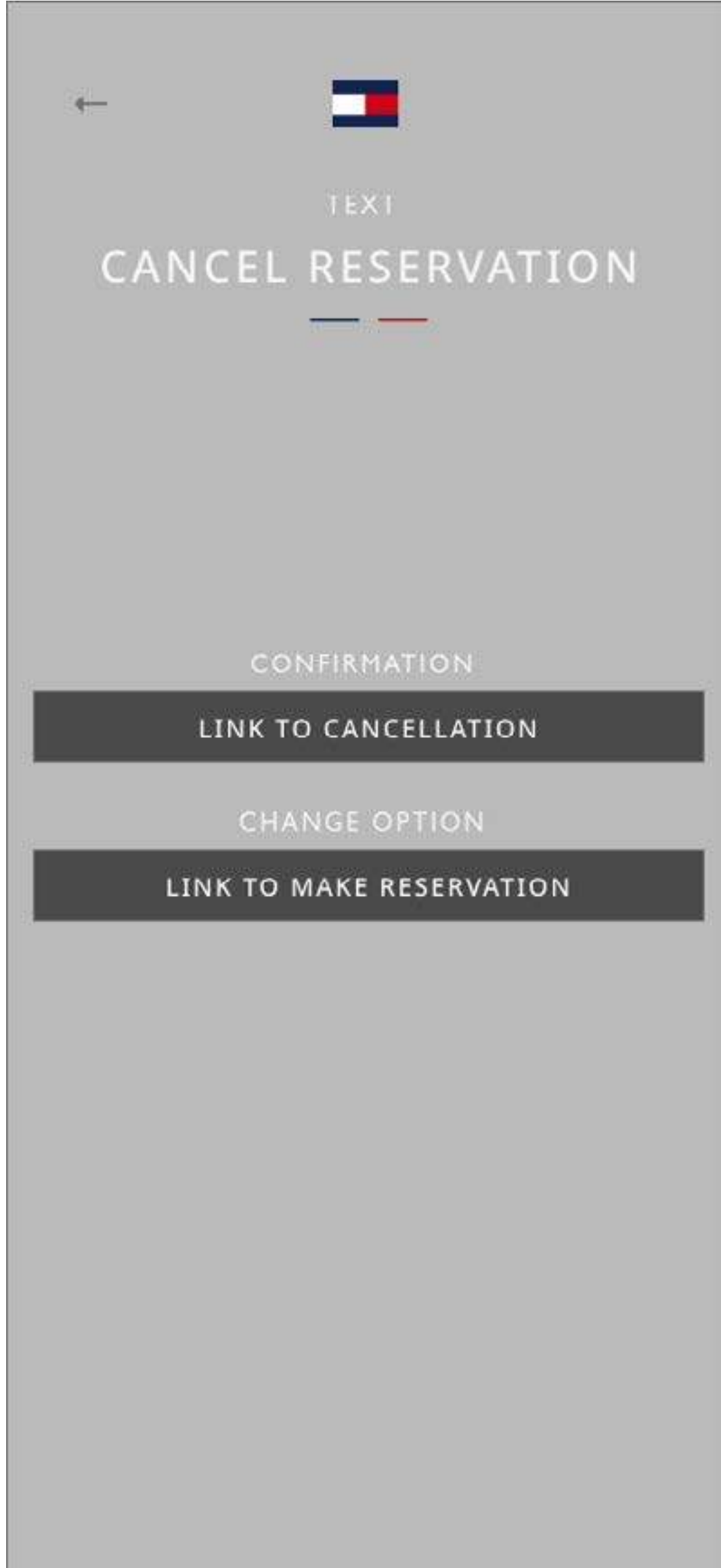
Collection Pages



Reservation Pages



Account and Cancellation Pages



App Design

The Hilfiger Pier 86 app was designed to feel like a digital extension of the pop-up itself: clean, controlled, premium, and intentionally minimal. The visual direction avoids an overly literal Intrepid or military aesthetic and instead centers the Tommy Hilfiger identity through a refined red, white, and navy palette, generous white space, thin line icons, and editorial product imagery.

The interface follows the idea of the app as a digital velvet rope. Rather than functioning as a standard e-commerce platform, the design creates a sense of access, scarcity, and anticipation. Users are guided through a clear journey: entering the experience, browsing the capsule collection, saving garments to their wardrobe strategy, reserving a 30-minute time slot, receiving a digital boarding pass, and navigating to the pavilion on-site. This supports the project’s goal of protecting the luxury experience from overcrowding while still making the event feel modern and digitally fluent.

The home screen uses a dramatic image of the glowing glass pavilion to create immediate impact. From there, the lookbook pages use a clean grid structure to present the capsule collection as an editorial archive rather than a traditional shopping feed. Product pages focus on large imagery, concise descriptions, price, size, and color, allowing the user to plan their visit without completing the full transaction online. The reservation screens are designed with clarity and exclusivity in mind. Available dates and 30-minute time slots are displayed in a structured layout, with limited guest capacity reinforcing the premium nature of the experience. Once confirmed, the user receives a digital boarding pass with event details and a scannable QR code, turning the reservation into a branded object of access.

The final navigation and account screens complete the closed-loop app experience. The bottom navigation keeps the main functions accessible: Wardrobe, Strategy, Reserve, Pass, and Location. This allows the user to move easily between collection planning, reservation management, and on-site wayfinding. Overall, the app design translates the campaign’s pillars of Refined Americana, Quiet Luxury, and Monumental Scale into a simple, elegant, and functional mobile experience.

User Flow



Accessing Account and Cancelling Pages



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