Ahead of his New York Fashion Week presentation, Tommy Hilfiger introduced on Thursday his newest Tommy Hilfiger monogram.

Created in collaboration with British illustrator and graphic designer Fergus Purcell, the new logo will appear for the first time in the Fall 2022 collection, which will make its debut on the runway on September 11 during NYFW.

The monogram, which was created from an interlocking T and H, was introduced as a “new mark of distinction” for the brand.

“Since 1985, the ‘TH’ monogram has stood for authentic prep style, playfully reinvented for all,” Hilfiger said in a release. “Fergus Purcell has been a truly inspiring collaborator. His elevated approach and connection to street culture is unique. It has been a joy to reinvent our monogram with him – for 2022 and beyond.”

In particular, the new monogram inspired Hilfiger’s fall “TH Monogram” collection for women, men and children. It includes a range of casualwear such as jackets, sweaters, dresses, accessories and more featuring premium monogrammed pieces in the brand’s signature burgundy, navy and snow white.

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The six-day event will kick off on Friday, September 9, with Proenza Schouler, while Tom Ford will close the American fashion week calendar on the evening of Wednesday, September 14, 2022.

By Jennifer Braun