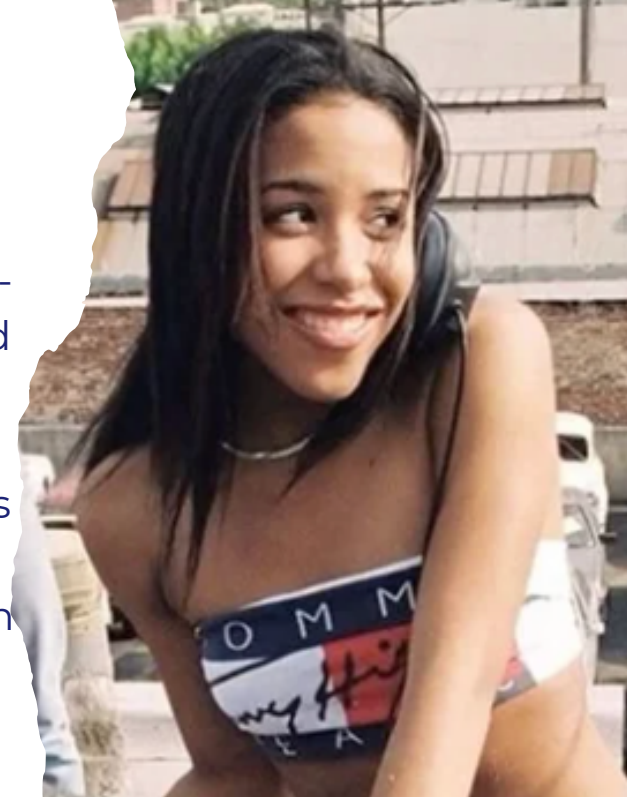




How did Tommy Hilfiger help the black community?

In the mid-90s, Tommy Hilfiger had a significant impact on the Black community, especially those in the music industry. Hilfiger became the go-to designer brand for A-list celebrities. Artists like Aaliyah, Snoop Dogg, and others helped popularize the brand in the '90s. Aaliyah, in particular, was the "it girl" who set the brand off. In 1996, she participated in Tommy Hilfiger's "Next Generation Jeans" campaign, helping to elevate the brand's status in the fashion world. With this campaign; Aaliyah not only introduced Hilfigers brand to the Black community but played a big role in popularizing his brand.



By Jeanelle Tweneboah

