**TOMMY HILFIGER – KIDS SPRING 2021 CAMPAIGN**

**Q&A WITH HATTIE STEWART**

**1. What was the inspiration behind the illustrations on the SP21 Kids campaign?**

Fun! I wanted to capture the spirit of play and running wild by bringing the fun characters to life – show that imagination allows for an entire world to come from absolutely nothing. As for the particulars, I worked with characters that would celebrate the collection – nature, the outdoors etc. – and mirror their playful designs in a collaborative way.

**2. What themes play out in the campaign?**

Being outdoors! Exploration and adventure were most definitely the key themes for this campaign. The imagination and playful curiosity of kids when playing outdoors is endless and we wanted to capture that inquisitive spirit. The illustrations bring the sun, sea and flowers to life, and are a fun way to show that there are many worlds to discover in our everyday environment.

**3. What three words would you use to describe the campaign?**

Warm. Cheeky. Fun!

**4. Where have you been finding inspiration in the last few months?**

I’m finding a lot of inspiration in the creativity of other artists during this period. It’s been cool to see some interesting work come from this unforeseen solitude. Although the last few months have been incredibly challenging for many, It's nice at least to see creativity hasn’t been hindered too greatly and in some ways has thrived but I guess difficult times calls for creative thinking. It’s also been good to actually take a step back, create the work I actually want to make and have fun again, rather than just creating for creation’s sake.

**5. What do you hope consumers take away from this campaign?**

Joy! I hope that everyone, young and old get a sense of joy and wonder from this campaign. It was so much fun to put together and to bring some of my characters to life in such a playful way – so I hope everyone enjoys it as much as I did creating it.

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**HATTIE STEWART BIO**

Since graduating from Kingston University in 2010 and moving to London in 2011, Hattie has created a varied portfolio spanning partnerships with creatives such as Roman Coppola and artists like SZA, Ariana Grande and Kylie Minogue. With a vibrant, tongue-in-cheek visual identity, she is a self-proclaimed 'professional doodler' with a unique and playful illustration style that extends through the worlds of advertising, art and fashion.

In recent years, Hattie’s notoriety increased due to a personal project titled 'Doodle-Bombing,' in which she draws over the covers of influential publications such as *Interview, Vogue* and *i:D*. Part homage and part satire, this ongoing personal project – which began in 2010 ­– has formed the basis for most of her commercial projects.