



DANCING ASTRONAUT beta

The Chainsmokers announced as Tommy Hilfiger's brand ambassadors

By Natalie Pereira · @naataliepereira

Founder of the eponymous international lifestyle brand, Tommy Hilfiger has announced their newest menswear brand ambassadors, Alex Pall and Drew Taggart of [The Chainsmokers](#). Looking to bring a sophisticated yet youthful image to accelerate the company's already consistently successful image, the electronic-turned-to pop duo will represent an array of the brand's menswear, including Hilfiger Edition, Tommy Hilfiger Tailored, and Tommy Hilfiger sportswear. When speaking on the collaboration, Tommy spoke highly of the duo and their current standing in the music industry:

“The Chainsmokers are at the center of modern pop culture and their music resonates with a global audience,” said Tommy Hilfiger. “I admire the way they have carved out a new niche that fuses indie, pop, dance, and hip-hop. Alex and Drew are truly the perfect definition of today's *Tommy Guy* – their talent, optimism, unique sound and effortless cool have made them stand out in the music world.

After the success of their debut album, [Memories... Do Not Open](#), and accompanying arena tour, it's no surprise that Taggart

and Pall have quickly reached worldwide superstar status. Already being admirers of the menswear brand, the two expressed their excitement on the collaboration:

“Like *Tommy Hilfiger*, we have always believed in celebrating individuality and breaking conventions. Tommy paved the way for collaborations between fashion and music, and we are excited to collaborate with a brand that aligns so closely with our own artistic approach and shares our passion for creating memorable experiences for our fans.”