

Avery Baker rejoins Tommy Hilfiger as president, chief brand officer

Tommy Hilfiger has appointed Avery Baker as its new president and chief brand officer. In her new role, Baker will be responsible for Tommy Hilfiger's products, marketing and experiences across all categories, regions and channels.

Baker joined Tommy Hilfiger in 1998 and went on to hold multiple positions across the company's global offices, including chief marketing officer and chief brand officer. She has been instrumental in evolving Tommy Hilfiger's brand and has a track record of developing and implementing brand building strategies that drive business growth and brand equity.

Baker assumed her new role on 19 November 2020.

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