



Benjamin Havrilak

A New Yorker by birth, Benjamin works in advertising and the creative industry, specializing in the fashion, beauty, and luxury sector. He holds a Master's Degree in Branding (M.P.S.) from the School of Visual Arts in New York City.

Benjamin got his professional start working with one of the most prestigious fashion brands in the business, Giorgio Armani. A storyteller, he is passionate about bringing concepts and ideas to life. He excels in telling brand and product stories that visually articulate a brand's image, and thrives on finding ways to innovate and move with the ever-changing digital savvy customer. He is art director at the Tommy Hilfiger North America design studio, working on the Tommy Adaptive clothing line.

Designing adaptive clothing

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Tommy Hilfiger has always been a brand filled with optimism, a brand that people aspire to be associated with. At the age of 18 Tommy was selling jeans out of the trunk of his car. He soon opened a boutique called People Place. Since then, he has been one of the most celebrated and socially connected American designers ever. Tommy took it upon himself to go a step further.

"I learned through having children with special needs how much Tommy Adaptive was needed. Every piece is the same quality, the same fabric and the same design we offer everyone else. The bonus is discreet, truly functional modifications that make that make dressed easier and allow both children and adults with disabilities to have independence and feel great about themselves." – Tommy Hilfiger

Tommy Hilfiger Adaptive launched its first line in the Spring of 2016, and has been on the forefront of fashion for people with disabilities ever since. We were the first global fashion house to feature apparel for people with disabilities, people that were kind of forgotten about. One of my greatest highlights working for Tommy was getting to work with this amazing community, filled with passion and drive.

The clothing not only helps the community express themselves through fashion, the line features apparel that helps specific

needs within the community: easy neck openings, magnetic buttons, Velcro and hook and loop pulls. The list goes on.

A disability can be temporary. In the summer of 2021, I broke my wrist playing hockey. I had to have surgery and couldn't use my hand for 5 weeks. I couldn't button my shirt or put on my pants and I struggled to just do everyday tasks that we typically take for granted. That injury helped me to push for the adaptive story and help tell it, as the clothing really helped me get through that summer.

In my work I cast various talents for the campaigns, with kids and adults ranging from various disabilities, as I want to convey what attribute the clothing provided. I came up and designed an icon system, so that when people see the clothing paired with an icon and short description, it helps tell the product story with conviction.

In addition I designed a kit that retailers can use to showcase the adaptations in stores, to the many curious customers that are inquiring about the ever growing line. This kit was awarded an International Design Award medal, in the Design for Society category, which additionally adds to the line's visibility.



An advertisement for 'Magnetic Buttons' featuring a blue and white checkered shirt. The main text on the left reads: 'MAGNETIC BUTTONS ARE HIDDEN UNDERNEATH TRADITIONAL BUTTON PLACKETS TO AID THOSE WITH LIMITED DEXTERITY.' Below this text are three small images showing the shirt's placket area. On the right, a large image of the shirt is shown with the text 'MAGNETIC BUTTONS' repeated vertically on both sides. At the bottom, the text 'MAGNETIC BUTTONS' is repeated horizontally.



ONE-HANDED ZIPPERS ARE MAGNETIZED AT THE BASE SO WEARERS WITH LIMITED DEXTERITY CAN ZIP AND UNZIP WITH EASE.



ONE-HANDED ZIPPERS



ONE-HANDED ZIPPERS



DESIGNED WITH AND FOR PEOPLE WITH DISABILITIES

“I LEARNED THROUGH HAVING CHILDREN WITH SPECIAL NEEDS HOW MUCH TOMMY ADAPTIVE WAS NEEDED. EVERY PIECE IS THE SAME QUALITY, THE SAME FABRIC AND THE SAME DESIGN WE OFFER EVERYONE ELSE. THE BONUS IS DISCREET, TRULY FUNCTIONAL MODIFICATIONS THAT MAKE GETTING DRESSED EASIER AND ALLOW BOTH CHILDREN AND ADULTS WITH DISABILITIES TO HAVE INDEPENDENCE AND FEEL GREAT ABOUT THEMSELVES.”

Tommy Hilfiger

EVERY SEASON TOMMY ADAPTIVE STARTS WITH THE CLASSIC AMERICAN COOL STYLE WE’RE KNOWN FOR. THE DIFFERENCE: THIS DESIGN TEAM CO-CREATES EVERY COLLECTION WITH OUR CUSTOMERS AND CAREGIVERS, ENSURING WE’RE ALWAYS WORKING TO DESIGN NEW SOLUTIONS THAT MAKE DRESSING EASIER.

ADDITIONAL ADAPTATIONS

- SIDE SEAM OPENINGS**
HIDDEN HOOK AND LOOP FASTENERS AT THE SIDE SEAM IMPROVE ACCESS AND MAKE DRESSING EASIER.
- EASY-BACK OPENINGS**
GETTING GARMENTS ON AND OFF IS EASY WITH MAGNETIC HOOK AND LOOP FASTENERS.
- DRAWCORD STOPPER**
A DISCREET CORD-LOCK FASTENER ON THE DRAWSTRING ALLOWS FOR ONE-HANDED ADJUSTABILITY AND SECURES EASILY INTO PLACE.
- SEATED WEAR BACK OPENINGS**
GETTING ITEMS ON AND OFF IS QUICKER THANKS TO HOOK AND LOOP FASTENERS DOWN THE CENTER BACK.

TOMMY HILFIFGER ADAPTIVE

TOMMY.COM

Not only did this help tell a really intriguing product story, it helped showed the benefit of how Tommy Hilfiger Adaptive could help people in their everyday lives – not only look and feel cool, but to make it easier to live independently, get dressed every day to go out and take on the world.