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Tom Ford matches James Bond's elegance, love of luxury in latest film

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Daniel Craig as James Bond, wearing Tom Ford

By STAFF REPORTS

U.S. apparel label Tom Ford has announced it is reprising its role as the brand behind the attire of James Bond in the upcoming film, "Spectre."

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High-end brands often work with the costume designers of Hollywood films due to the relationship the label oftentimes has already established with the actors, or to create a large field of visibility for its products. The James Bond franchise is an especially good match for a luxury brand due to the sophistication of the clothing worn by the character, the situations he finds himself in and, of course, his sports cars.

Ford. Tom Ford.

To share the news with its enthusiasts, Tom Ford posted to social media with a series of stills of actor Daniel Craig, who has played the role of James Bond in four consecutive movies, wearing the brand's apparel. This is the second time Tom Ford has dressed James Bond in the films.

In copy that accompanies the gallery, Tom Ford explains that the brand worked closely with costume designer Jany Temime to provide Mr. Craig with made-to-measure tailored

clothing and casual wear. In the film, Mr. Craig wears eveningwear, suits, shirts, knitwear, ties and accessories by Tom Ford as well as exclusive eyewear worn by the character of James Bond.



Scene in Spectre with Daniel Craig, as James Bond, wearing Tom Ford eveningwear

Due to the popularity of the James Bond films, it is likely that viewers, both those new to the franchise and its beloved fans, will want to dress in a style similar to that of the character, thus providing Tom Ford with new consumers.

In a statement provided alongside the gallery, namesake founder Tom Ford said, “I could not be happier to be dressing Daniel Craig as James Bond again in the upcoming film, Spectre. James Bond epitomizes the Tom Ford man in his elegance, style and love for luxury. It is an honor to move forward with this iconic character.”

Back in February, British automaker Land Rover Jaguar announced that its continuing its connection with James Bond by providing automobiles for the character in Spectre ([see story](#)).

James Bond has been a favorite character among luxury brands with his high-quality taste in cars and watches. Focusing on a famous character allows both aspirational and affluent consumers a chance to associate a specific brand with their fantasies of emulating James Bond ([see story](#)).

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