

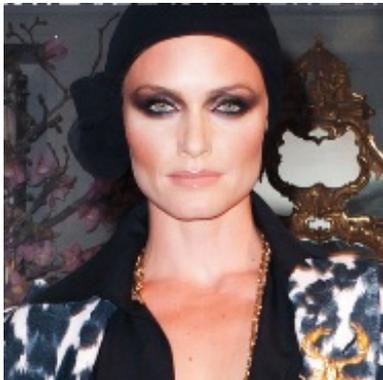
RADIO

## Tom Ford shares vision and inspiration via Sirius XM series

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By ELIZABETH ZELESNY



Designer and filmmaker Tom Ford is revealing his vision and inspiration in an exclusive monthly series on Sirius XM Radio.

The Sirius XM Radio month-long series titled “Iconography” will make its debut with a one-hour, exclusive interview with Tom Ford. The monthly series honors the life, career and impact of iconic personalities.

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“I think it remains to be seen how relevant it can be,” said Milton Pedraza, CEO of [The Luxury Institute](#), New York. “Tom Ford is dynamic, and this is definitely a new format.

“It will depend on the substance and the content and how that resonates with the affluent market to rate its success,” he said. “I think it is a good experiment.”

**Tom Ford** is a fashion designer best known for his designs in luxury clothing, accessories, fragrance and cosmetics.

**Sirius XM radio** is a satellite radio company with more than 135 channels of commercial-free music, sports, news, talk and entertainment.

Iconography: Tom Ford launches March 1 and culminates with a one-hour interview with Mr. Ford on March 19 on Sirius XM's 24/7 LGBT station OutQ.

Beyond the runway

Sirius XM's OutQ radio host, Frank DeCaro, sat down with Tom Ford for an in-depth interview in which Mr. Ford shares his vision, inspiration and perspective on his professional and personal lives.

Mr. Ford also discusses the launch and expansion of his private Tom Ford label, his time at Gucci and Yves Saint Laurent and the critically-acclaimed film he directed "A Single Man."

*"A Single Man" trailer*

Future plans for the high-end designer are also discussed during the radio interview.

Encore presentations of the interview will air March 19, 20, 26 and 27.



*Tom Ford*

This radio interview lets listeners connect with Tom Ford and his brand. It is a way for consumers to engage with the designer in a unique and out-of-the-box way.

“If anyone can pull it off, it is Tom Ford,” Mr. Pedraza said. “He is very dynamic and has a good sense of what is relevant.

“He has a lot of followers in fashion and luxury and Tom Ford has been a proven leader,” he said.

#### Satellite radio

According to an Arbitron study, 35 million adult listeners tune-in to Sirius XM, 32 million of which are weekly listeners.

The study also revealed that Sirius XM listeners indexed higher on key audience attributes like education, income and receptiveness.

Sirius XM attracts the affluent listener base with 24 percent of listeners have household incomes of \$150,000 or more.

That being said, luxury brands should consider advertising and perhaps conducting an interview via satellite radio to reach the affluent listener base.

Fashion designer **John Varvatos** launched an exclusive monthly show on Sirius XM.

"I would say the big thing with radio is that it performs disproportionately well with purchases that rely on greater trust between the consumer and the brand because it is such an intimate medium," said Dan Granger, account executive at **ClearChannel Radio**,

Los Angeles. "It's people talking to people.

"If you have a broadcaster that makes a recommendation, that's lightning in a bottle," he said. "When they make that referral, the conversion rate goes up.

"Radio is very direct and focused in that way. There isn't as much luxury advertising on the radio as there should be. It is certainly a missed opportunity."

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