

MULTICHANNEL

Tom Ford opts for “intimate” preview to better reach end consumer

December 18, 2015



Designer Tom Ford

By STAFF REPORTS

Continuing its departure from runway tradition, U.S. fashion label Tom Ford will host a small showcase for New York Fashion Week.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Scheduled to present on Feb. 18, 2016, Tom Ford will host a "small, intimate" preview of its fall/winter 2016 collection instead of a theatrical runway presentation that has become the norm during international fashion weeks. The designer will show its collection for men and women during New York Fashion Week instead of hosting a January preview for menswear in London, as previously announced.

Breaking from tradition

Tom Ford prefers to show new collections to the press and buyers during one-on-one appointments, often held in January and June. The menswear presentation in London, if it had come to fruition, would have been the designer's first men's runway show.

Mr. Ford told **WWD** that, "In previous seasons, I have presented the collections in my London showroom to the press in an informal format that allows me to speak with journalists while they view and touch the clothes. As we all know, the way in which we show clothes, not only to the press, but also to the consumer, is changing.

"Right now, I think that a certain fluidity is necessary in regard to how we communicate with the consumer. The most important thing to me with a presentation is that it communicates the message of the season and the point of view of the collection," he said. "Next season, it feels right to return to a format that is intimate and shows the details of the clothes."



Tom Ford spring/summer 2016

In seasons past, Tom Ford has toyed with alternatives for runway presentations.

Most recently, Tom Ford went against the grain by choosing not to stage a live runway presentation for spring/summer 2016. The label dismissed on-trend marketing techniques such as drone filming and live-action applications, opting for a social video adaptation of a runway presentation.

The spring/summer 2016 runway collection video was released to coincide with Paris Fashion Week in lieu of physical participation by the brand ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.