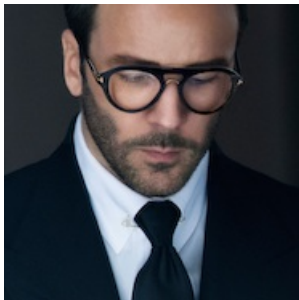


COMMERCE

Tom Ford gets personal with Private Collection eyewear

April 4, 2016



Tom Ford Private Collection campaign image

By STAFF REPORTS

U.S. fashion label Tom Ford is speaking to the frame aficionado with the launch of its Private Eyewear Collection.

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The 11 included styles recount 11 years of eyewear creations, taking design inspiration from frames that the brand's eponymous designer wears himself. When Tom Ford launched his label in 2005, eyewear was one of the first categories the brand entered, making this a means to celebrate how far the brand has come.

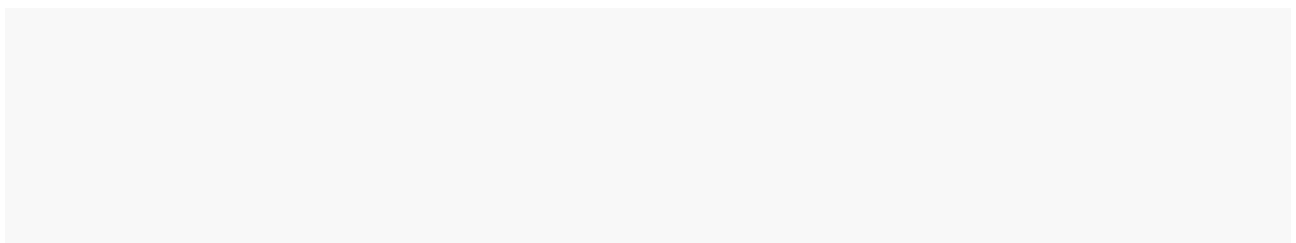
Looking back

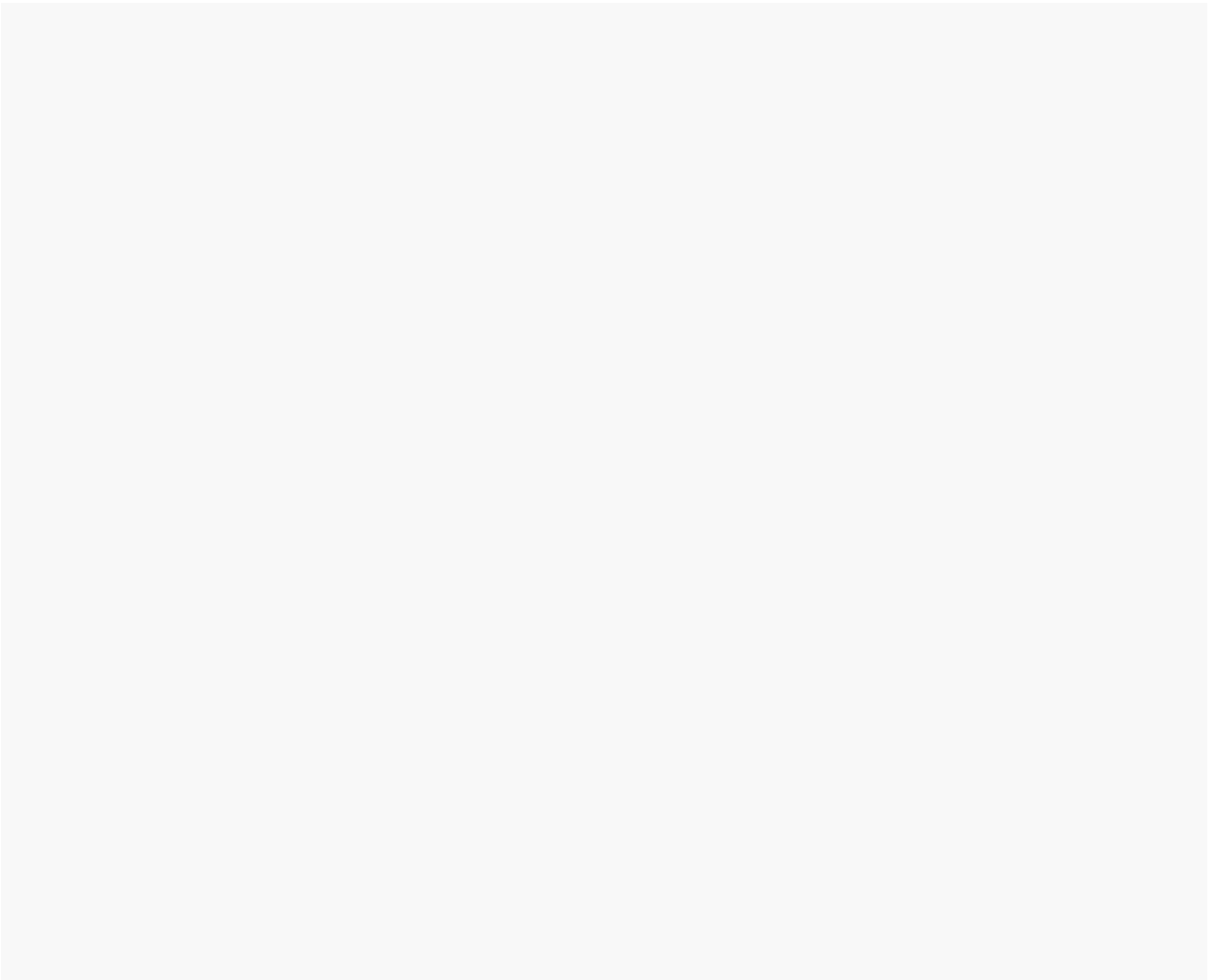
Contrary to the typical path of a luxury house, Mr. Ford began his brand with entry-level licenses. First, he aligned with eyewear manufacturer Marcolin, which still produces optical and sunglass frames today under the Tom Ford brand name.

From there, the brand expanded its business through a license with Este Lauder. Accessories and apparel came later, and today the brand operates 120 stores and its flagship ecommerce site.

Paying homage to its 11 years in business, the brand has crafted frames made of premium materials, including buffalo horn and ultra lightweight Japanese titanium. Optical lenses come tinted in green, blue or brown, and sunglasses lighten or darken based on the lighting in the wearer's surroundings.

Tom Ford is showcasing each style in detail through short videos on its social media accounts. In campaign imagery, Mr. Ford is shown modeling the frames, further communicating the idea that these are his personal choices.





N.11 #TFPRIVATECOLLECTION #TOMFORD

A video posted by TOM FORD (@tomford) on Apr 1, 2016 at 10:13am PDT

"These are the frames that I personally wear and in some instances originally designed only for myself," said Tom Ford in a brand statement.

"This is truly my own private collection," he said. "In most cases these editions of my favorite frames have been produced in new elevated materials that are uncommon in most commercially produced frames."

The Private Eyewear Collection will premiere exclusively on Tom Ford's online store on April 4. After the premiere, it will be sold at brand boutiques from April 15 and in select retailers.

Tom Ford Private Collection

Mr. Ford is intrinsically linked to his label, leading the brand to draw upon his personal rituals for product development and marketing.

The brand shared its namesake founder's dressing regimen and philosophy with a social video for its new men's grooming collection released in 2013 that inspires consumers to achieve the same branded look.

Tom Ford's video briefly describes the products included in the collection before Mr. Ford gives tips for men wanting to look their best. Having the video narrated by Mr. Ford, rather than a model or celebrity ambassador, makes the connection fostered by the video more authentic ([see story](#)).