

APPAREL AND ACCESSORIES

Tom Ford ties seduction with elegance for fall/winter 2016

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Tom Ford's 2016 fall/winter 2016 ad campaign

By BRIELLE JAEKEL

U.S. fashion label Tom Ford's fall/winter 2016 advertising campaign leans on subtle sexuality for a trendy-yet-classy persona.

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The fashion brand launched a series of videos and photos for its 2016 fall/winter campaign, which incorporates an essence of seductiveness, but in an understated manner to maintain an elegant image. Men's and women's styles are showcased to be promoted in broadcast, in print and online.

"Sexuality is always a key ingredient to a Tom Ford campaign and this year is no exception," said Frank Tartaglia, executive creative director at **Totem Digital**, a CreativeDrive company. "Embracing the new age of gender identity, the models reveal their strength, confidence and individuality they are ready to take on anything."

"Lust-worthy fabrics and precise styling are seamlessly woven together with the diverse cast, creating desire and intrigue. You want to be them," he said. "The promise of a kiss is only the beginning."

Winter is coming

Tom Ford debuted its fall/winter 2016 campaign on its social media channels on Sept. 29, including links to purchase. The collection is available for shopping on its Web site, and its ad campaign is showing off the new styles.

The collection boasts a small range of neutral browns and grays to tap for the upcoming dreary season. But the brand is pairing bold styles with numerous accessories to keep the looks exciting but seasonally appropriate.



Tom Ford's fall/winter for men's

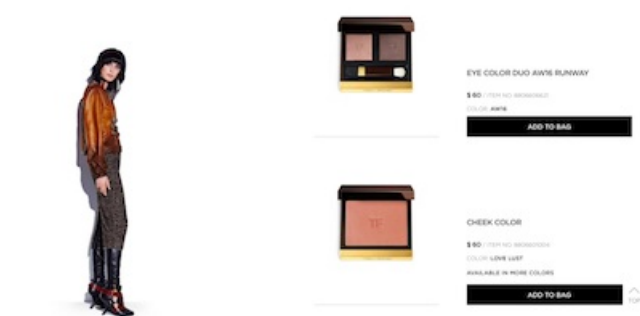
Tom Ford's female styles feature an array of loose fitting styles, but leverages a range of belts to keep a feminine angle. Sunglasses were incorporated into the men's fashion, which bolsters a retro representation.

A video on the fashion brand's social media feeds showcased models showing off the winter styles of which still frames are also being used as ad images.

Tom Ford's women's line video shows models getting close together without actually physically touching, keeping the thought of sensuality within its content, but keeping it elegant.

For its menswear video, male models, all with curly hair, are filmed in extreme close ups. Tom Ford shared the videos and stills online, along with direct link to purchase various featured items.

The shoppable Web site shows various looks from the campaigns, with a side bar that allows users to shop every item worn. For instance, the fall/winter 2016 "Look 1" features a leather blouse, tweed mini skirt, earrings, a gold ring, brass choker and thigh-high boots.



Tom Ford's online Web site

A scroll beside the image lists all the products available for purchase and an add-to-bag button. The feed even includes the Tom Ford cosmetics used on the models that are available for purchase such as its Ombre Leather perfume, Eye Color Duo, Cheek Color and Lip Contour Duo.

Cold weather fashion

Tom Ford is one of many fashion brands that are gearing up to drive sales for colder weather with unique ad campaigns.

For instance, British apparel label Thomas Pink showed how an Englishman may dress at home, work or play to promote its latest collection.

Thomas Pink's an "Englishman at Home" campaign worked to show that by wearing clothing by the Jermyn Street shirtmaker, a man will be "at his dashing best" no matter the occasion. The fall/winter 2016 campaign featured menswear in deep, rich and earthy tones and textiles ideal for the colder months ([see more](#)).

Similarly, U.S. menswear brand John Varvatos reiterated its rock 'n' roll appeal through an original music video featuring pieces from its fall/winter 2016 campaign.

For the fall/winter 2016 advertisements, the menswear label worked with Irish singer/songwriter Andrew Hozier-Byrne, known as Hozier professionally. Since debuting its "iconic rock star" ads in 2005, the brand has used only black-and-white imagery, but for fall/winter 2016, John Varvatos opted for color photography, a move that is likely to give pause among enthusiasts who have become accustomed to its grey-scale aesthetic ([see more](#)).

"The modern embrace of sexuality gives currency to the campaign," Mr. Tartaglia said. "Style and substance equal success."

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