

JEWELRY

Tom Ford links with Shinola parent for watchmaking debut

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Tom Ford's fall 2016 campaign

By STAFF REPORTS

U.S. fashion label Tom Ford is extending into a new product category with the creation of Swiss-made watches.

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For its first foray into timepieces, the brand is partnering with Bedrock Manufacturing Company, the parent of Shinola and Filson. Since its beginning more than a decade ago, the Tom Ford label has focused on conquering one category before moving onto the next, building up its offerings gradually.

Time for watches

Designer Tom Ford's eponymous label began with a focus on accessories categories. Launched in 2005, the brand's first products included Marchon-licensed eyewear and a beauty collection developed with Este Lauder ([see story](#)).

Two years later, the brand opened its first store and began to sell menswear and accessories, with women's wear added in 2010.

It is therefore natural that Tom Ford sought out a partner for this latest venture. Tom Ford Timepieces will be designed, manufactured and distributed in collaboration with Bedrock. Drawing on the expertise of Swiss watchmaking, the timepieces will be produced by both Bedrock's team and its manufacturing partners.



Designer Tom Ford

"Watches have long been an obsession of mine and I have been waiting for the perfect moment in our brand development to introduce this category and have also waited for the perfect partner," designer Tom Ford said in a brand statement. "We have found that in Tom Kartsotis and Bedrock Manufacturing Company.

"His passion and expertise in the industry are unparalleled and I could not be more excited to embark on this venture with Tom and the team at Bedrock."

At launch, Tom Ford Timepieces will retail via limited distribution. While the brand has yet to share specifics about product or its launch strategy, it has noted that the watches will have a "luxury timepiece price positioning."

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