

APPAREL AND ACCESSORIES

Tom Ford continues category expansion with men's underwear line

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Tom Ford menswear

By STAFF REPORTS

U.S. fashion brand Tom Ford is expanding its category offerings with the creation of an undergarments line for men.

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Tom Ford Underwear will be in partnership with undergarments brand Albisetti International, a leader in the design, manufacturing and distribution of high-end quality underwear for men and women. Starting first with accessories lines such as eyewear and beauty in 2005, Tom Ford has built out appropriate and natural category expansions to establish itself as a true lifestyle brand.

Boxers or briefs?

Tom Ford Underwear will be tightly distributed through its retail channels. The collection will be sold through Tom Ford mono stores, partnered department stores and online players, including the brand's Web site.

As of press time, Tom Ford has yet to disclose product details or pricing.

"The creation of Tom Ford men's underwear is a natural extension of our highly successful men's collection and comes at a time when the Tom Ford brand has become firmly established worldwide as a leader in men's fashion," Mr. Ford said in a brand statement.

"Albisetti International is the perfect partner for this venture as their dedication to excellence and the highest quality product is impressive and their strong family work ethic makes them a perfect fit as our partners," he said.



Image courtesy of Tom Ford

Tom Ford license contracts include Estée Lauder for the very profitable beauty and fragrance collection and Marchon for its eyewear range.

Earlier this month, Tom Ford announced it would be extending into Swiss-made timepieces through a partnership with Bedrock Manufacturing Company, the parent of Shinola and Filson watches.

Drawing on the expertise of Swiss watchmaking, the timepieces will be produced by both Bedrock's team and its manufacturing partners.

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" ([see story](#)).

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