

APPAREL AND ACCESSORIES

Tom Ford steps behind lens to capture pared-down campaign

March 14, 2017



Image from Tom Ford's spring/summer 2017 campaign

By STAFF REPORTS

U.S. fashion label Tom Ford is tapping the photographic skills of its eponymous founder for its spring/summer 2017 advertising effort.

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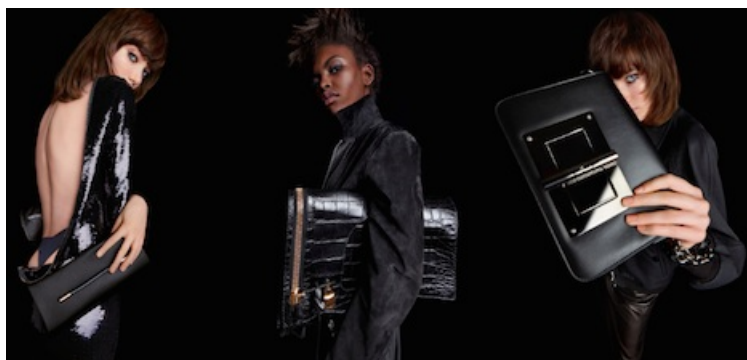
Mr. Ford, who has also directed feature films such as the critically acclaimed 2016 release "Nocturnal Animals," decided to lens his own creations for his brand's latest campaign. Giving consumers a taste of the creative's process, Tom Ford is taking consumers behind-the-scenes, allowing them to get to know the designer better through his work in another art form.

In frame

In the past, Tom Ford has worked with photographers such as Inez and Vinoodh, Nick Knight and Mert and Marcus, but he has also occasionally taken on the role of photographer himself.

While not a usual occurrence for Mr. Ford, this approach is not unheard of in fashion advertising. Karl Lagerfeld regularly photographs models for his campaigns for Chanel, Fendi and his own label ([see story](#)).

For spring, Tom Ford shot models including Amilna Estevao and Grace Hartzel against a black backdrop. In the otherwise minimalist images, some pose with pink or blush roses, adding a romantic touch.



Tom Ford spring/summer 2017 campaign images

Maintaining the sex appeal Mr. Ford is known for, some are pictured in pairs, appearing on the precipice of a kiss.

Giving a better understanding of what went on behind-the-scenes, Tom Ford released a short film. Presented as an "exclusive" on the Web site and the brand's social accounts, the film captures the designer's words as he tells models they are beautiful or gives direction to on-camera talent.

The film also gives brief shots of the Tom Ford Beauty products used in the shoot being applied, making it a promotion for the larger Tom Ford universe.

Tom Ford SS17 Campaign

This is the second collection following Tom Ford's new see-now, buy-now strategy.

Last year, Tom Ford said he would be moving his scheduled February fall/winter 2016 show to September, placing the clothes in a more seasonally appropriate time. The show then coincided with the arrival of the collection in-stores and online, removing any delay from runway to retail ([see story](#)).

For this season, the designer opted out of a show, something he has done before ([see story](#)). Instead, the campaign's release acts as the first look at the collection.

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