

APPAREL AND ACCESSORIES

## Tom Ford exhibits soft modernism, timeless luxury on Madison Avenue

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*Fragrance is a popular category for Tom Ford. Image courtesy of Tom Ford*

By STAFF REPORTS

U.S. fashion label Tom Ford has reopened its Madison Avenue flagship on the ground floor of the Carlton House, a high-end residential building.

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Tom Ford's previous flagship on the New York high street was found at 845 Madison Avenue, but the new location at 672 Madison will replace the original. With sky-high rents along Fifth Avenue, much of luxury has concentrated on Madison Avenue, as the shopping street is less congested, providing a more appropriate atmosphere for affluent clients.

**New home**

Tom Ford designed the new Madison Avenue store with William Sofield. The Tom Brand aesthetic of "soft modernism and timeless luxury" has been translated across two floors with approximately 12,300 square feet of selling space.

When entering the flagship, consumers are welcomed by a vestibule with double-height, mirrored ceilings before entering the women's handbag salon. Decor elements include a palette of grey, black and silver, which set the tone for the remainder of the boutique.

Next, the store plan flows into the jewelry salon, which features modern furnishings and a stone, chrome and glass display case.

Women's ready-to-wear is found in the next room. The women's salon has light grey walls and polished chrome, black granite floors with ebony accents. A shoe salon adjoins the women's ready-to-wear space and includes a seating area set around a fireplace.



*Tom Ford's women's ready-to-wear salon on Madison Avenue. Image courtesy of Tom Ford*

Tom Ford Beauty and fragrances is offered in a cosmetics salon where eyewear is also featured. The space includes mirrored backdrops, a marble floor and white marble consultation tables.

A spiral staircase leads to the second floor where Tom Ford's menswear is sold.

The first salon is dedicated to men's denim and sportswear and is decorated with grey wool lounge chairs. Tom Ford's complete denim and outerwear collections are available for discovery.

Daytime and evening collections of tailoring can be shopped in the men's suiting salon. A shirting salon follows, as does a dedicated footwear room.

The second floor also includes selling space for men's luggage, jewelry, eyewear and colognes.

At this time, Tom Ford is also expanding on its category offerings.

In February, Tom Ford announced its timepiece partnership with Detroit-based Shinola ([see story](#)) and men's undergarments under an agreement with Albisetti International ([see story](#)).

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