

FRAGRANCE AND PERSONAL CARE

## Tom Ford tells it how it is for NYFW fragrance launch

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*Tom Ford at the 2016 Met Gala. Image credit: Tom Ford*

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By STAFF REPORTS

U.S. fashion label Tom Ford is ensuring its enthusiasts smell "expletive" fabulous thanks to a new limited-edition fragrance.

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Tom Ford's fragrance division is extremely lucrative, and its newest addition lets wearers feel "Fucking Fabulous," which doubles as the scent's name. While some consumers may be put off by the fragrance's profane name, the brand will certainly get oodles of press for the limited-edition scent.

F'in fab

Tom Ford Fucking Fabulous is included in the brand's Private Blend perfume line. Tom Ford's color cosmetics and fragrances are a license of Este Lauder Cos.

The scent will debut during Tom Ford's spring/summer 2018 runway presentation during New York Fashion Week. Tom Ford will present its collection Sept. 6.

Tom Ford Fucking Fabulous will go on sale the following day at the brand's boutiques and Web site.



*Tom Ford Fucking Fabulous is available for a limited time. Image credit: Tom Ford*

The scent has notes of bitter almond oil, tonka bean, orris root, leather, cashmeran and clary sage oil, according to fragrance fan site Fragrantica. Tom Ford will sell the limited-edition perfume for \$310 for 50 ml and \$495 for a leather atomizer.

Tom Ford often pushes the envelope with its overtly sexy fragrance and ready-to-wear campaigns, which has landed the brand in hot water in the past ([see story](#)).

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