

FRAGRANCE AND PERSONAL CARE

Tom Ford names lipsticks after inspirational women in designer's life

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Tom Ford's Boys & Girls lipstick line includes 100 shades. Image credit: Tom Ford

By STAFF REPORTS

U.S. fashion label Tom Ford has introduced 50 female counterparts to its 50-piece lipstick range inspired by men that have left a lasting impression on the brand's namesake designer.

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In 2014, Tom Ford launched "Lips & Boys," a lipstick collection with all men's names. Personification of products is effective for humanizing a range and playing on consumers' sentiment, and in the case of Lips & Boys, female consumers may have purchased particular lipstick shades based on personal experiences ([see story](#)).

50 boys met 50 girls

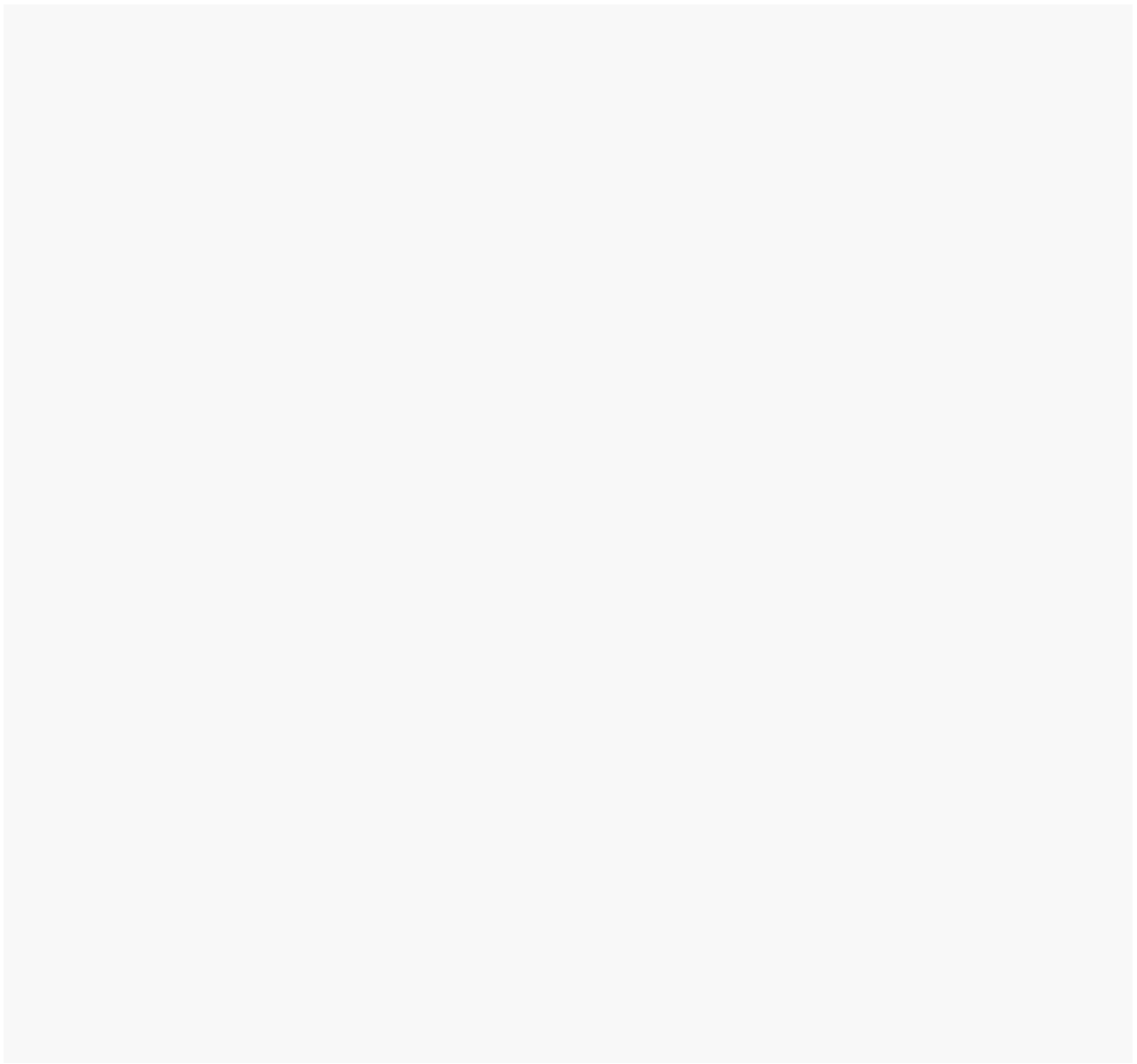
Tom Ford Beauty, a license of Este Lauder Cos., has expanded its lipstick range to include an additional 50 shades.

As with the first 50 shades of Lips & Boys, the new additions take inspiration from women who have made an impact on the life and career of Mr. Ford. Shades include Mariko red, Romy in a sparkling brown and a hot pink Zelda.

To market the new female-inspired shades, Tom Ford created a short film that tells of an expansive love triangle.

The film shows men and women in various states of undress as they apply lipstick on the person next to them. A ticker below reads, "Bianca met Emma, noticed Zelda, fell for Nico, wanted Connor, loved Ingrid, teased Alain, dreamed of Amber, went for Nico, got Bianca, lost Connor and Ingrid, tempted Nicole split with Alain" and so on.

As the narrative gets juicier, the ticker and speed increases before stopping at Bianca once more. In the last frame, Bianca puts on her namesake shade and puckers her lips making a large "O" with her mouth before the Tom Ford Boys & Girls logo appears on the screen.



The Girls have arrived. #TOMFORD #TFBOYSANDGIRLS

A post shared by TOM FORD (@tomford) on Sep 15, 2017 at 8:18am PDT

Tom Ford's Boys & Girls each retail for \$36 and the full 50-piece Boys or the entire Girls range can be purchased for \$1,980 each.

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