

FRAGRANCE AND PERSONAL CARE

Tom Ford Beauty's retail debut merges glamour, digital technology

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Consumers can use AR to try on Tom Ford lipsticks. Image credit: Tom Ford

By STAFF REPORTS

U.S. fashion label Tom Ford has opened its first storefront dedicated entirely to its fragrance and color cosmetics offerings.

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A license of Estée Lauder Cos., Tom Ford Beauty has been extremely successful since fully launching in 2011. At the end of fiscal 2016, Tom Ford Beauty sales reached \$500 million, and is likely to be a \$1 billion brand by 2020 if its trajectory continues ([see story](#)).

Glamorous opening

The Tom Ford Beauty store opened its doors Nov. 20 at 3 The Market Building in London's historic Covent Garden.

Spread across two floors and 130-square meters of selling space, Tom Ford Beauty's boutique merges glamour and technology to create a luxury retail environment.

LED screens lining the facade broadcast the latest Tom Ford campaigns and halos of light and white marble slabs showcase Tom Ford Beauty products and their design.

On the ground floor, consumers are welcomed to the Color Room, where Tom Ford's latest and most-wanted beauty and fragrances launches will be displayed. The area also includes augmented reality that allows consumers to virtually try on Tom Ford lipsticks.

There is also a room dedicated to Tom Ford's fragrances. Described as Mr. Ford's "personal scent library," here the brand hopes to transform how consumers trial fragrances.

The Fragrance Room features an interactive scenting installation where the brand's perfumes can be digitally explored.

A dramming bar offers customized services such as luxury sampling and scent styling. Tom Ford has also included a gifting station.



Interior of Tom Ford Beauty's Makeup Room in London. Image credit: Tom Ford

Inside the Makeup Room, consumers can sit for personalized makeup services and demonstrations by a brand specialist. Here, consumers, for the first time, can record the steps for an application to be replicated at home and are provided a shopping list for convenience.

Downstairs on the lower level, Tom Ford has created a private makeup services room where appointment-only services can be enjoyed. The services can be booked online and in-store.

Available services include fragrance customization and makeup applications, Tom Ford's Shade and Illuminate philosophy, eyebrows, VIP masterclasses and bridal services.

The lower level also houses a Grooming Room, dedicated to Tom Ford's skincare and grooming collection for men. On hand will be an expert barber and services such as a beard trim, an express facial and a classic-hot towel wet shave.

For discrete shopping, Tom Ford has also reserved space for VIP. In this area, consumers can enjoy private, one-on-one cosmetic and fragrance consultations.