

APPAREL AND ACCESSORIES

## Tom Ford rounds out lifestyle push with timepiece, underwear lines

February 7, 2018



*Tom Ford's spring/summer 2018 presentation introduced its watches and underwear. Image credit: Tom Ford*

By STAFF REPORTS

U.S. lifestyle brand Tom Ford sent two new product offerings down the runway during its New York Fashion Week presentation Feb. 6.

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This time last year, Tom Ford announced that it would enter the timepiece category in partnership with Bedrock Manufacturing Company, the parent of Shinola and Filson ([see story](#)). Days after its timepiece announcement, Tom Ford shared it would also begin selling men's underwear through an agreement with Albisetti International, a leader in the design, manufacturing and distribution of high-end quality underwear for men and women ([see story](#)).

Boxers or watches?

During its first-ever men's fall/winter 2018 runway presentation at the Park Avenue Armory, Tom Ford presented its inaugural watch and underwear collections by pairing undergarment styles with Swiss-made timepieces on male models.

The unisex Tom Ford 001 timepiece collection features eight cases in a rectangular shape, and in two size variations. Cases will be available in 18-karat yellow gold, brushed and polished stainless steel and a matte black DLC.

To customize its timepieces, Tom Ford 001 will offer more than 50 interchangeable straps in a variety of colors and materials. Examples include hand-woven braided leather, stitched leather, pebbled grain leather and alligator.

Tom Ford 001 will launch exclusively in Tom Ford's global network of stores and online in March. Prices for the timepieces will range from \$2,100 to \$10,100.



*Tom Ford 001 timepieces and men's underwear will launch in March and June, respectively. Image credit: Tom Ford, photo by Dan Lecca*

The Tom Ford Men's Underwear collection also bowed on the runway Feb 6. The collection includes animal prints, and new to menswear, a range of nude flesh tone underwear.

Each pair includes the Tom Ford logo at the waistband, which is made of the brand's signature velvet.

In addition to underwear, the collection will include core styles such as T-shirts and tank tops. Prices will range from \$50 for cotton styles and up to \$300 for pieces in silk or with prints.

Tom Ford's underwear line will be available starting in June and will be exclusive to brand boutiques and on its Web site.

With these additions, Tom Ford now offers its consumers men's and women's ready-to-wear, personal care goods such as grooming, beauty and fragrance as well as leather goods and accessories.

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