

APPAREL AND ACCESSORIES

## Tom Ford promotes new collection with undressed models

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*Tom Ford's spring/summer campaign features many models completely unclothed. Image credit: Tom Ford*

By DANNY PARISI

U.S.-based fashion label Tom Ford is taking a unique approach to advertising the clothing of its spring/summer 2018 collection by having his models appear scantily clad.

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The brand's eponymous designer has a reputation in the industry for his bold and risqu marketing tactics, as he frequently employs nudity, profanity and sexually suggestive imagery as part of his overall aesthetic. While counterintuitive, this strategy is particularly suited to luxury fashion as the clothes are part of an aspirational luxury lifestyle and not necessarily standalone products to be enjoyed on their own.

### The naked truth

Tom Ford's spring/summer 2018 collection brings together the bold colors of the 1980s and the gaudy prints and patterns of the '90s tied together by modern fits and materials.

The collection is vibrant and full of life, and the marketing campaign that has accompanied it matches in tone. The photos and advertising that support the collection showcase models having a wild night out, piled into a car, running through the streets at night and crashing into a swimming pool.

But one notable aspect missing from many of the photos accompanying the designs being sold is the clothes themselves.



*Tom Ford's spring/summer 2018 campaign. Image credit: Tom Ford*

A number of Tom Ford's promotional images feature models wearing little to no clothing at all, such as a women standing by a car wearing only underwear, a couple in a car wearing nothing but sunglasses or pairs of legs tangled together with solely shoes on.

This campaign is not the first time that Mr. Ford has employed the state of undress to sell dresses. Previous campaigns have even seen Mr. Ford himself and several models photographed in the showers completely nude.

For any regular mass-brand clothing company, a marketing campaign that does not highlight the clothes themselves does not make any sense. Tom Ford and other luxury fashion houses are able to succeed with these tactics because they are selling a lifestyle and a brand, not just individual products.

When Tom Ford posts an edgy, sexy campaign, it creates an association of those adjectives with the brand. Customers are not just buying the clothes, they are buying the lifestyle.

### **Risqu business**

Tom Ford is no stranger to controversial and edgy marketing ideas.

The brand'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.

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.



*Tom Ford's spring/summer 2018 campaign. Image credit: Tom Ford*

The scent debuted during Tom Ford's spring/summer 2018 runway presentation during New York Fashion Week ([see story](#)).

Tom Ford has also recently branched out into underwear, marking even more opportunities for nude or nearly nude advertising.

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 ([see story](#)).

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