

FRAGRANCE AND PERSONAL CARE

Tom Ford anticipates the future with latest beauty launch

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Tom Ford's Extrme beauty collection. Image credit: Tom Ford

By BRIELLE JAEKEL

U.S. fashion label Tom Ford is going to extreme lengths to promote its latest highly pigmented beauty line in a cinematic spot that views more as an exciting print campaign come to life.

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Tom Ford's brand has always been rooted in the mindset of daring to be different, and the same goes for its beauty line and newest collection, dubbed Extrme. A series of campaign content has been released alongside the products that shows models Karen Elson and Imari Karanja in an avant-garde elevator ride that takes the women to new heights.

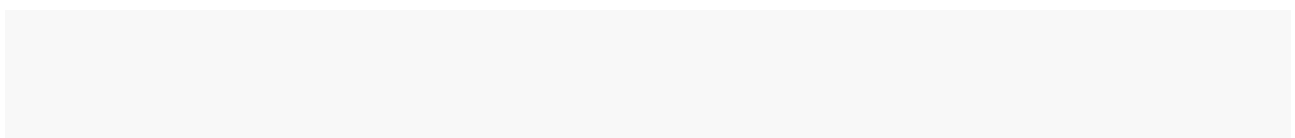
Extreme lengths

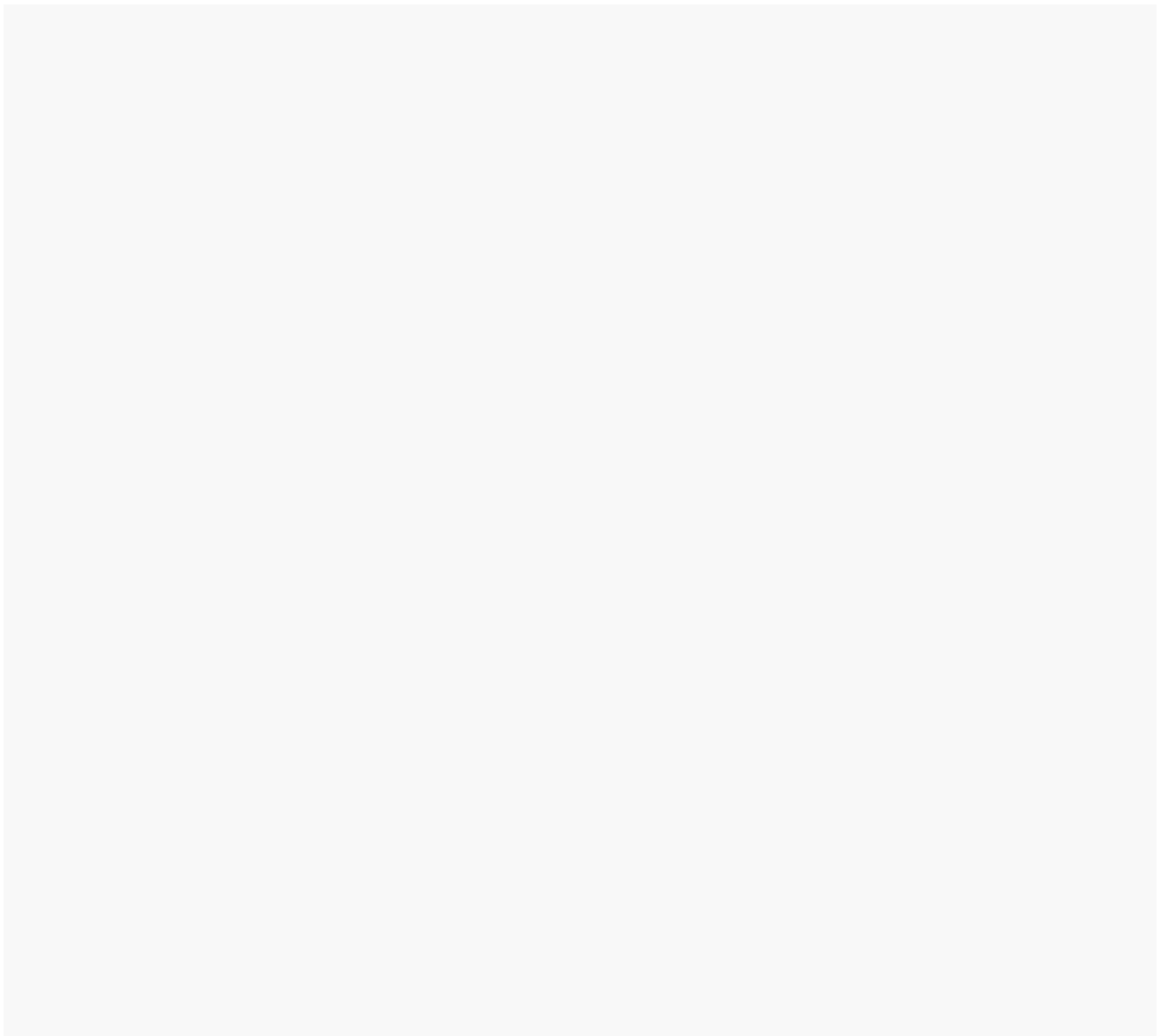
The Extrme collection is aimed at creating a "futuristic Tom Ford" look comprised of special-edition products meant to be experimented with.

With the hope that each owner will push their beauty look to the max, the brand is looking to create an army of Tom Ford women that break barriers.

Tom Ford's line is comprised of eyeshadows as well as lash and brow tints. Its packaging is designed with reflective chrome to create the essence of a product from the future.

Extrme's subsequent campaign, shot by Steven Klein, features the models in dimly lit settings while Tom Ford's makeup is illuminated with highly pigmented color. The viewer's eye is automatically drawn to the unconventional and highly colorful futuristic looks.





Discover the new vision from TOM FORD. #TOMFORD #TFEXTREME

A post shared by TOM FORD (@tomford) on Mar 5, 2018 at 9:09am PST

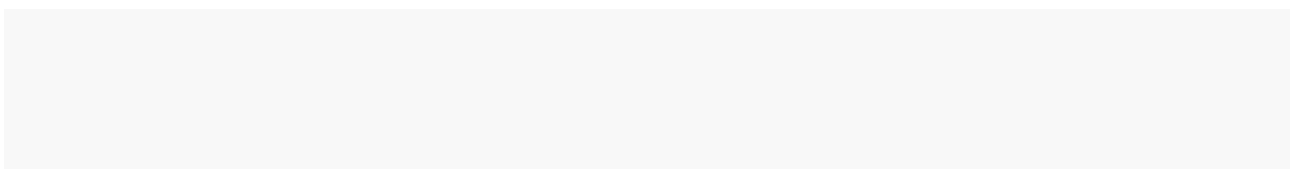
A short spot opens by showing a woman's silhouette with a hue of blue light in an elevator. She leans on the sides of the elevator, arms outstretched, as the doors close.

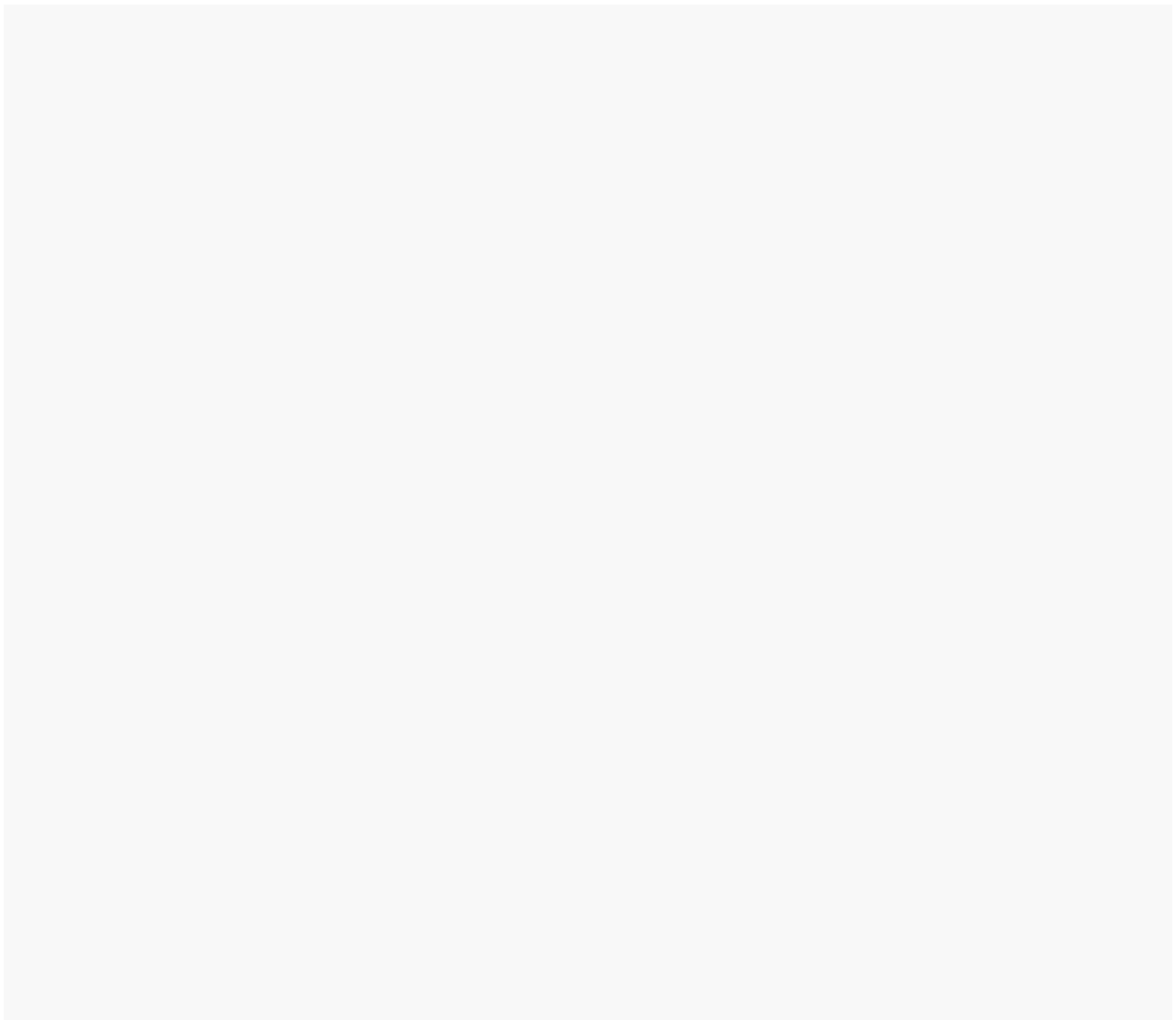
With a loud whoosh sound effect, the words "Tom Ford Extreme" appear on the screen. A series of closeups follow, finding the models in strange positions.

One of the women is seen in a car wearing sunglasses, and the high-speed editing slows down as she turns her head. Opera music can then be heard as her mouth follows the song.

Interspersed with the opera singing is a view of the elevator in which the models link arms, before a series of quick, unique shots are cut together. The sensation of the film becomes more dramatic and frantic, until it ends with a woman tossing a drink at the camera.

A series of stills complement the film, with looks from Tom Ford's spring/summer 2018 collection.





Enter the Extrme. Featuring @misskarenelson and @imari_karanja #TOMFORD #TFEXTREME

A post shared by TOM FORD (@tomford) on Mar 5, 2018 at 7:45am PST

Tom Ford marketing

The fashion label's beauty offerings are becoming more complex, as it recently opened its first storefront dedicated entirely to its fragrance and color cosmetics offerings.

A license of Este 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 it is likely to be a \$1 billion brand by 2020 if its trajectory continues ([see more](#)).

Before its "Extrme" campaign, Tom Ford similarly took on a shock value approach to advertising the clothing of its spring/summer 2018 collection by having his models appear scantily clad.

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 ([see more](#)).