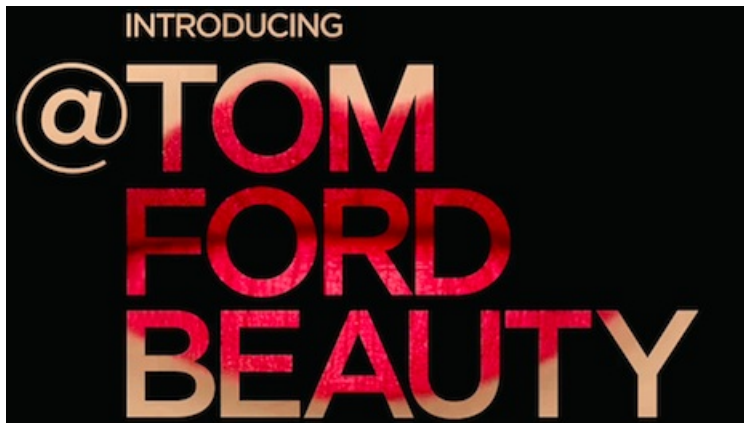


FRAGRANCE AND PERSONAL CARE

## Tom Ford spotlights beauty offerings in new Instagram page

August 28, 2018



*Tom Ford announces a new Beauty Instagram page. Image credit: Tom Ford*

By STAFF REPORTS

Fashion label Tom Ford is following many of its contemporaries who have opted to create a separate Instagram account specific to their beauty lines.

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Beauty is an industry that saw success with Instagram early on, with cosmetic fans taking to the image-based application to rally around content that bodes well in photography and video. Since then, brands such as Tom Ford are hoping to hone in on this action by creating dedicated Instagram pages for their beauty businesses.

Dedicated to beauty

Tom Ford Beauty is one of many makeup brands that run parallel to flourishing high-end fashion labels of the same name, but offer separate accounts on social media.

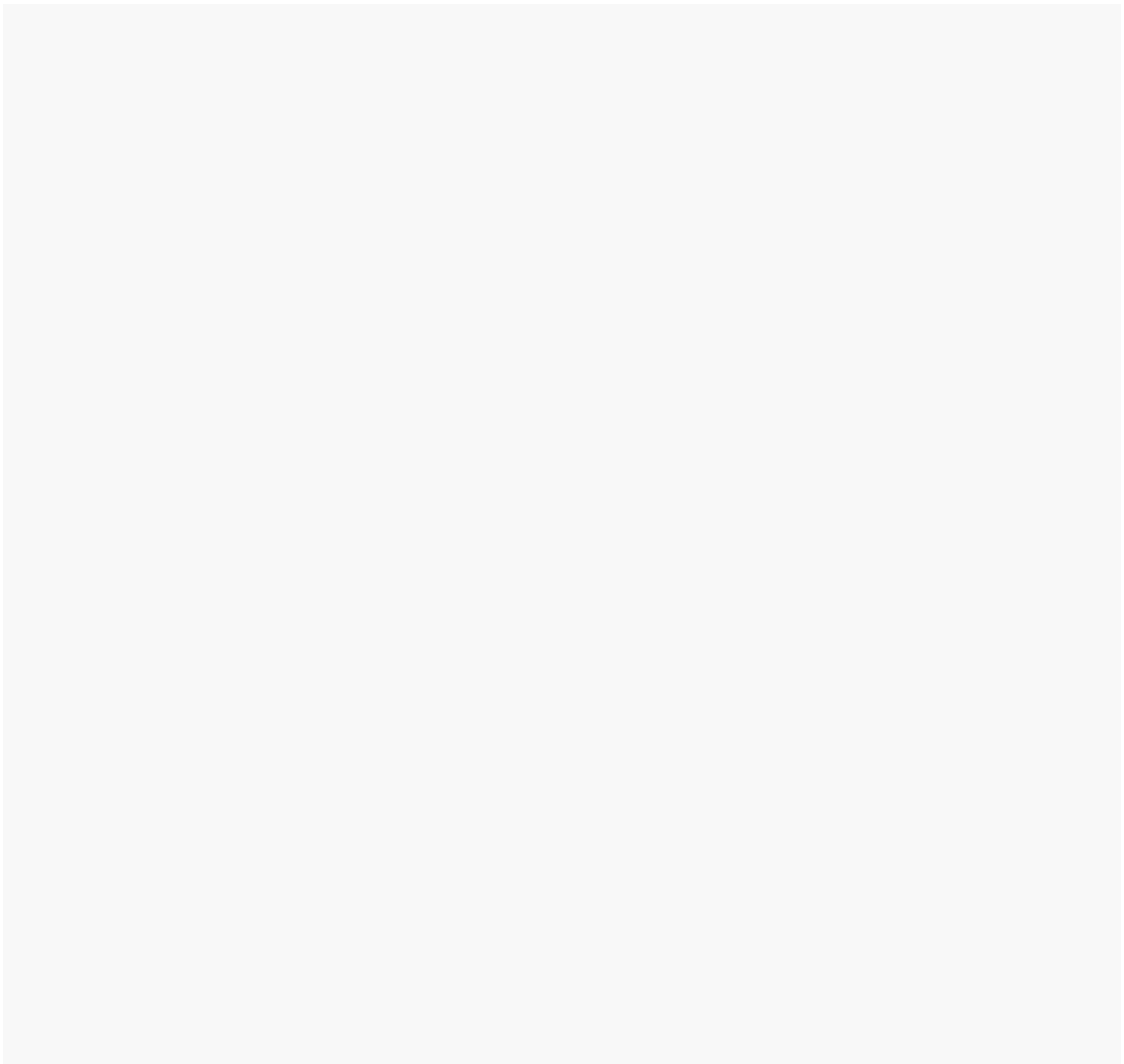
Since Instagram is so focused on photography, beauty and the app go hand in hand. Tom Ford joins the throng of others on Aug. 28 with its beauty page going live, after sending out a call-to-action email.

Subscribers to its newsletter were notified that the beauty page was now live.

The page, @tomfordbeauty, started off with a post highlighting its lip colors with a model showcasing the product as a narrator explains that "the perfect lip color is the perfect accessory, pure powerful pigment is the perfect way to transform oneself with infinite possibilities."

This is paired with a caption saying, "Beauty comes from revealing your most glamorous and inspirational self. It is about amplifying your individuality and showing the world who you are, with maximum impact. Tom Ford"

Another video showcases the Tom Ford Soleil Collection, while another features its Extrme Collection.



"Sun-kissed bronze or lucent bright, radiant skin with a hint of daring color has a powerful simplicity that is effortlessly stunning." TOM FORD. Discover the Tom Ford Soleil Collection. #TOMFORDBEAUTY #TFSOLEIL

A post shared by TOM FORD BEAUTY (@tomfordbeauty) on Aug 28, 2018 at 6:04am PDT

When viewing the page as a whole, the thumbnails of the three videos read, "Tom Ford Beauty," side by side.

The label is promoting the new page with content on its other official social media pages, including Instagram, Facebook and Twitter.

French fashion house Chanel also boosted awareness for its beauty offerings by creating a dedicated Instagram account.

On Jan. 5, Chanel alerted its Instagram followers that it had launched @Chanel.Beauty in a post that included a short video introduction, titled "Create Yourself," and the hashtags #CreateYourself, #ChanelBeauty and #ChanelMakeup. Other fashion houses with popular cosmetics divisions such as YSL, Givenchy and Dior all operate separate Instagram accounts for beauty-specific marketing ([see story](#)).