

FRAGRANCE AND PERSONAL CARE

Tom Ford puts scientific spin on skincare

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Tom Ford Research includes highly concentrated skincare products. Image courtesy of Tom Ford

By SARAH RAMIREZ

U.S. fashion label Tom Ford is launching innovative skincare products geared toward both men and women in its latest beauty release, as skincare continues to drive growth across the sector.

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Tom Ford Research, the result of work by scientists at the label's own research facility, is being presented with the tagline "skincare for the 21st century." Marketing around the launch emphasizes Tom Ford's high scientific standards and features a diverse group of fresh-faced models.

Skincare science

Tom Ford Research is debuting with two products: a serum concentrate and crme concentrate respectively priced at \$350 and \$450. Key ingredients include white porcelain cacao, caffeine and gyokuro.

According to the brand, the products were used in clinical studies on both men and women. Researchers tested 75 different serum formulas and presented their findings on the connection between caffeine and "skin energy" at the American Academy of Dermatology Conference.

[View this post on Instagram](#)

Experience skincare for the 21st Century. TOM FORD RESEARCH is here. Available now on TomFord.com. Serum Concentrate \$350, Crème Concentrate \$450. Filmed by: @stevenkleinstudio @kstudio_ny #TOMFORDBEAUTY #TFRESEARCH

A post shared by TOM FORD BEAUTY (@tomfordbeauty) on Aug 12, 2019 at 8:13am PDT

Instagram post from Tom Ford Beauty

"My vision is to merge breakthrough skin science with true luxury, to create transformative skincare regardless of skin type or gender," said Tom Ford, the brand's founder and designer, in a statement. "Working closely with a team of scientists, we develop what is truly remarkable and that which delivers undeniable visible results."

Mr. Ford is also featured prominently in Instagram videos promoting the launch of Tom Ford Research.

Produced by Steven Klein Studio, the shorts open with Mr. Ford raising a magnification loupe to his eye. Through voiceovers, he shares his vision for Tom Ford Research.

As Mr. Ford narrates, a camera dramatically swings from model to model, zooming in to show their flawless complexions. The models include men and women representing different ethnicities.

Tom Ford Beauty, a license of Estée Lauder Companies since 2005, has primarily focused on perfumes and color cosmetics rather than skincare.

However, this is not the first time Tom Ford has created personal care products for male consumers.

The brand first launched a grooming line, Tom Ford for Men, in fall 2013. The line includes soaps, concealer, brow definer and a wide range of skincare products, such as a mud mask.

In a social video for the collection, Mr. Ford shared his own grooming regimen. The video briefly describes the products included in the collection before Mr. Ford gives tips for men wanting to look their best ([see story](#)).

Skincare strength

This latest launch from Tom Ford Beauty hits on two emerging trends in the beauty sector.

Tom Ford Beauty, along with the Estée Lauder and La Mer beauty lines, helped drive double-digit sales increases for beauty group Estée Lauder Companies in the third quarter of fiscal 2019.

Skincare was a key growth category for Estée Lauder.

The Estée Lauder brand saw double-digit sales growth in skincare across most regions and retail channels, led by its existing collection. La Mer's lineup of established products similarly drove widespread double-digit growth ([see story](#)).

Luxury cosmetics labels are also beginning to pay more attention to male consumers, as sales of men's grooming products continue to grow.

According to Euromonitor's 2018 Beauty Survey, sales of men's grooming products neared \$50 billion in 2017 and are on track to grow 16 percent to 2020. As brands develop and market personal care and beauty products for men, including Tom Ford, they are using more gender-neutral strategies, reflecting changing attitudes surrounding gender norms among today's consumers ([see story](#)).

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