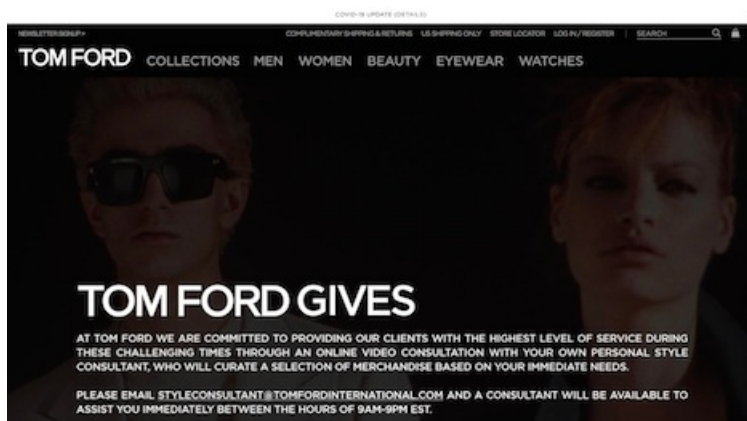


APPAREL AND ACCESSORIES

How Tom Ford innovates with consultations as stores remain shut

March 31, 2020



Tom Ford Gives is a unique twist on digital clienteling. Image credit: Tom Ford

By LUXURY DAILY NEWS SERVICE

How is U.S. fashion label Tom Ford innovating with its affluent clients and prospects as its stores are shut due to the COVID-19 coronavirus outbreak worldwide?

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Most fashion brands have kept their ecommerce operations and call centers going, but few are going beyond the transactional element.

Tom Ford, on the other hand, is deploying technology to its advantage with the use of online video under an initiative called Tom Ford Gives. It is a simple, but unique twist to digital clienteling.

Screen time

Consumers can email Tom Ford and make an online video appointment with their own personal style consultant who will curate a selection of merchandise for their immediate needs.

To kick this off, consumers email styleconsultant@tomfordinternational.com for a consultant to help daily between 9 a.m. and 9 p.m. Eastern Standard Time (U.S.).

As a sweetener for customer loyalty, Tom Ford will offer 10 percent off on purchases made through the personal style consultant and on [TomFord.com](https://www.tomford.com).

Tom Ford will donate 10 percent of the proceeds of such sales to [Common Thread](https://www.commonthread.org) through April 30.

TOM FORD IS donating 10 percent of all sales made through its Web site to Common Thread, a joint effort of Vogue magazine and the Council of Fashion Designers of America to raise awareness and funds for U.S. fashion designers who have been affected by the COVID-19 pandemic.