

FRAGRANCE AND PERSONAL CARE

Tom Ford tantalizes new fragrance with eerie campaign

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An opening scene from Tom Ford's "Noir Extreme Signature Tom Ford" campaign film. Image credit: Tom Ford

By AMIAH TAYLOR

U.S. fashion brand Tom Ford is expanding its fragrance repertoire with Noir Extreme a bolder, more intense version of its original Noir cologne and has released a campaign to match.

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The nose behind the bottle is senior perfumer Sonia Constant, who has crafted notable scents such as Balmain Extatic, Montblanc Emblem and Oscar de la Renta Fresh Vanilla. Noir Extreme intends to encapsulate the complexity of masculinity with floral accords and hints of Indian kulfi and sandalwood.

"Fragrance is the opening price point for many luxury brands," said Chris Ramey, CEO of [Affluent Insights](#), Palm Beach.

"The category is a breeding ground to develop brand loyalists."

Peeping Tom

Shot by American photographer and videographer Steven Klein, the campaign film for Tom Ford's Noir Extreme magnifies the indulgent private lives of noir men. Mr. Klein is known for his vantage point that is as much luxurious as it is disturbing.

Tom Ford's "Noir Extreme Signature Tom Ford" campaign film

The film begins with a sleek male model exiting a vintage luxury automobile. Under the blanket of night, the man is outfitted in a tailored black suit.

A brief close-up shot of the man's face as the optics become gritty lends a voyeuristic tone to the scene.

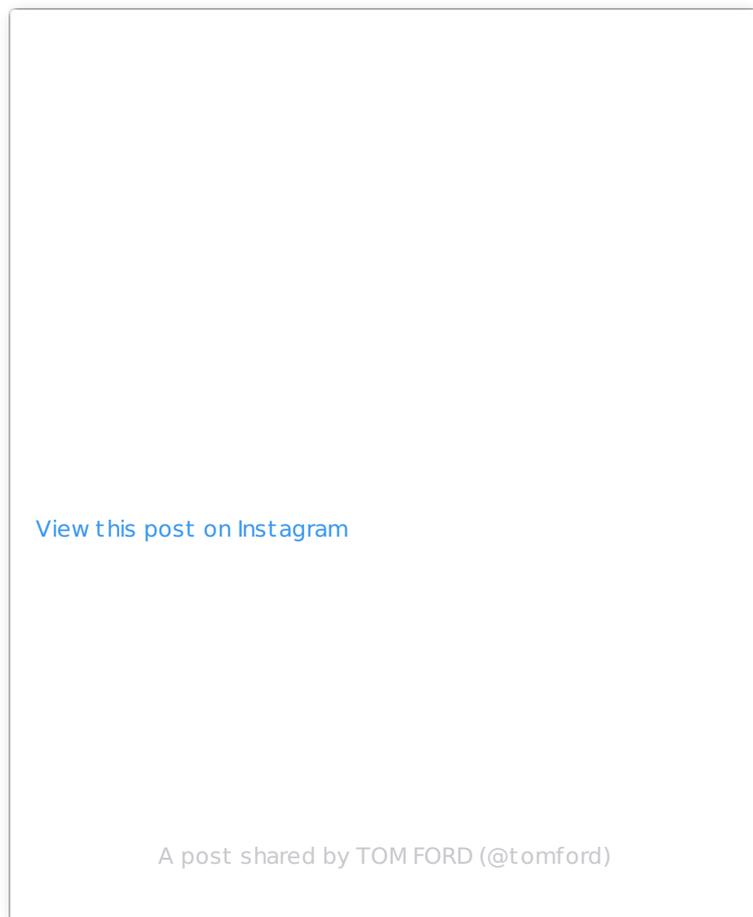
He walks towards the streamlined perfection that is his home, crossing the manicured geometric lawn and angular slabs of concrete that are perpendicular to a long rectangular driveway.

To further convey his discipline to order, he removes his shoes before entering his home. Upon entering he straightens a couch ever so slightly, calling attention to the main character's exacting standards.

As the man descends deeper into the home, he turns off table lamps one by one. Now, rather than being bathed in a dim orange glow, through the floor-to-ceiling windows of his residence, his silhouette is the focal point.

In near darkness, the man walks purposefully down a hallway. He is followed closely by a woman who exudes confidence in her gait and wears a dark bralette with matching slacks.

In the final room of the house, the woman strides ahead of the man, leaving him to follow. The reversal of power is palpable.



Tom Ford's Noir Extreme cologne

Through a slim horizontal window, the man is seen standing in front of the woman with a carnal gaze before kneeling out of view.

Masculinity marketing

While Tom Ford may be getting acquired by Este Lauder ([see story](#)), the brand is still as hedonistic and indulgent as ever.

In its latest advertisement, Tom Ford examines the duality of men and the chasm between public appearances and private desires. The campaign film subverts exaggerated beliefs about what it means to be a man and invites the viewer to witness masculinity stripped away of machismo and pretense.

On average, globally, 32 percent of men agree that feminism does more harm than good and 33 percent believe traditional masculinity is under threat, citing a study conducted by [Ipsos](#).

On the flip side, 36 percent of men said they felt pressure to behave in a masculine way. And 58 percent believed society expected them to be "emotionally strong" and not show weakness, according to a study by [Ipsos MORI](#).

While some sub-sects of men are rejecting more modern vantage points on gender, others are admitting that historical views on masculinity are incredibly mentally taxing.

Marketing to men in a post-feminist world means offering fluidity and flexibility in portrayals of masculinity versus playing out old and dated gender scripts. Some brands such as French fashion label Balmain have already begun rejecting traditional narratives around masculinity by offering gender-neutral jewelry and accessories ([see story](#)).

"Leveraging anything related to sex is integral to Tom Ford's DNA," Mr. Ramey said. "The duality of masculinity is

but another opportunity to reside close to the edge of good taste."

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