

sunstyler

EDITION 30 | AUG 19



TOM FORD
EYEWEAR

TOM FORD – The Man



Full Name: Thomas Carlyle Ford (named after his father)

Nationality: American (Austin, Texas) – grew up in Santa Fe (New Mexico)

Birthday: 27 August, 1961

Tom attended NYU for Art History, tried a stint of acting in LA, then moved back to New York to study Architecture at Parsons School of design, but in his last year switched to Fashion.

He was notorious for being a bit of a party animal in his youth and as a designer, has created a brand that is never afraid to ruffle some conservative feathers by taking this “risqué” attitude and using skin, sex and allure to make his campaigns stand out from the rest.

Tom joined GUCCI in 1990 as their womenswear designer - moving to Milan to follow his creative passion. In only two years he was promoted to Design Director, and after two more he was appointed as Creative Director of Gucci - in charge of every product line, including the corporate image, store design and advertising campaigns.

Tom was a visionary in shaping Gucci into the iconic global brand we see today at the height of luxury fashion increasing their sales from \$230m to nearly \$3 billion over 10 years. Key contributions Ford made during his early career were the revival of Retro, lux sportswear lines at Gucci, and taking on the role as Creative Director of Yves St Laurent and YSL Beaute in 2000 following their acquisition by Gucci.

With all this going on in his life, it's hard to believe he could come up with another creative outlet... as a film director.

- Directed the film ‘Nocturnal Animals’ - a thriller starring Amy Adams and Jake Gyllenhaal.
- Tom co-wrote, directed and produced the 2005 drama film ‘A Single Man’.

Tom's eyewear also heavily feature in the movie ‘Velvet Buzzsaw’ also starring Gyllenhaal.

TOM FORD – The Brand



Tom Ford is a luxury American Fashion house, founded by its namesake in 2005. They specialise in high end menswear (which launched in 2006), accessories, beauty and eyewear. The eyewear is designed in America and made in Italy. He has drawn inspiration from many people and places beyond the typical glamour of European Fashion and iconic brands, from living in the vast landscapes of New Mexico, to the hustle and bustle of New York.

Ford also demonstrates this kind of diversity in the models and muses he works with – Lauren Hutton, at 67 years of age, strutted down the catwalk alongside Beyonce, Julianne Moore, Karlie Kloss and others at the release of the first Tom Ford womenswear line in 2010.

An autonomous creator – Tom Ford will not work in an environment where he isn't in control (why he left Gucci and opened his own film company), or have complete creative licence.

**“ Tom Ford is among the most highly respected and successful designers today.
The winner of numerous design awards ”**



TOM FORD – Eyewear

In that same year (2005) Tom Ford signed his partnership with Marcolin Group to produce and distribute optical frames and sunglasses.

In April 2007, his first directly operated retail store opened in New York at 845 Madison Avenue to coincide with the debut of the signature Tom Ford Menswear and Accessory Collection. In February 2011, the Tom Ford Womenswear Collection was introduced to clients worldwide.

Predecessor of trends, Tom Ford has long been a style icon who continues to lead and mold the mood of the moment. A potent vision of modernity and glamorous allure can be seen in all his creations and products, which feature an innovative and provocative design, attention to detail and exclusive materials and workmanship.

The brand's core values are reflected in the eyewear collection: Made in Italy, with a painstaking attention to detail and high quality products. The sunglasses and glasses merge together both vintage and contemporary influences. All the styles are rendered instantly recognizable by the elegant metal "T" detail, the undisputed icon of the brand, and are identifiable with the promise of quality.



Among the most iconic and desired styles we can count the Whitney, the Jennifer, the Cary, the Leo and the sunglasses worn by James Bond in the 007 Saga Movies (Marko, Snowdon and Henry).



TOM FORD – Concepts

From the 50's and 70's

-

Inspired by the shapes of the 50's but reworked in the dimensions of the 70's. These styles become timeless.

1. Huge and edgy shapes
2. Cat-eye and butterfly shapes for women
3. Vintage shapes and avantgardistic touch for men



Infinity

-

Symbol of power and wealth for different cultures of the globe, the infinity is one of the most famous trademarks in the collection.

1. Iconic cross on the front (the infinity symbol)
2. New high bridge



Refined Minimalism

-

Here the keywords are refinement, clean design, minimalism and attention to detail, with the T logo always in the foreground.

1. Essential and classic shapes
2. High quality materials
3. Flat lenses and temples



TOM FORD – Seasonal

Eternal Rebirth

-

Over the years Tom Ford has created unique and iconic styles. To give life to the historical bestsellers, the colours have been renewed.

1. Exclusive design
2. Modern and trendy colour palette



Sunset Collection

-

The inspiration derives from the summer evening in which the sunset colours, the horizon and the light settles softly on the sea.

1. Delicate tones
2. Transparent colours



Fashion Show

-

The essence of Tom Ford described through styles which summarize the souls of the brand. Rebel, Free, Edgy and Timeless.

