

# *Tom Ford*

*Brandon Coreas : 20th Century Dress*

## *Brief Biography*

*Tom Ford is a Fashion Designer and Film Director who was the Creative Director of Gucci from 1994-2004 . Then in 2004 he launched his own label “Tom Ford” in 2004. Tom Ford was born on August 27th 1971, In Austin Texas. Ford attended Parsons school of design studying architecture then he decided to switch to fashion. He became womenswear designer for gucci in 1990 to later becoming creative director in 1994. When Ford was with Gucci their annual sales grew to 3 billion*




## *Contributions*

*Ford landed a job designing jeans for Perry Ellis on New York's Seventh Avenue. In 1990 Ford had moved to Italy to assume the role of womenswear designer for Gucci. At the time Ford had brought new life to Gucci he had ascended through the company's ranks becoming design director in 1992 and creative director in 1994. Under Ford's contributions Gucci acquired the brand Yves Saint Laurent. Ford boosted Gucci's sales to 3 billion in 2004. In 2005 he founded Tom Ford which offers menswear, eyewear and beauty products. As one of the most decorated designers from our generation he won numerous fashion awards for his work with Gucci and Tom Ford as well as winning the GQ's 2001 Designer of the Year.*

## *Ideologies / Techniques*

*Ford's ideology about designing is all about intuition. He believes that the clues for everything that's gonna come next starts with here and now. When Ford designs his clothes he doesn't worry about if it's "in" or it's "trendy". His designs are set to bet fresh and new. In his mind creating shouldn't be too hard but instead enjoyable and have a certain feel to it there are no right or wrong answers.*

A portrait of Tom Ford wearing sunglasses and a dark jacket, looking slightly to the right. The background is a plain, light color.

**"Glamour is something**  
more than what you **put on your body.**  
It has **to do** with the way **you carry yourself**  
and the **impact** you have on **others."**

- Tom Ford

## *Brand identity*

*While Ford was still with Gucci he built the brand up by reviving Gucci classics and giving them a more modern vibe he did things other designers weren't necessarily doing, took risks, and became known for his sexually provocative ad campaigns and commercials. He is trying to express modernity with his brand image.*



# *Target Consumer*

*Tom Ford's target market is for the more wealthier consumer since he is a luxury brand. The locations of his stores are in highly populated shopping areas where fashion is a staple. When asked who is your ideal customer to which he replied himself.*



The