

Brandon Coreas
City Tech
Professor Haider
BUF 3310-HE42
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Tom Ford Designer Profile

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 a womenswear designer for Gucci in 1990 to later becoming a creative director in 1994. When Ford was with Gucci their annual sales grew to 3 billion. 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 a womenswear designer for Gucci. At the time Ford had brought new life to Gucci as 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 GQ's 2001 designer of the year. In my opinion Ford is an icon because of his versatility. Not only was he able to succeed with his roles at Gucci and YSL but he was also able to direct films as well as launch his own successful luxury brand. His unmatched creativity combined with his overall expertise of the

market as a whole has cemented him as a legend of the fashion industry. One piece of advice I would give to the marketing director of this brand is to stay true to the identity of the brand.

Works Cited

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