

# TOM FORD

## Company Background

Tom Ford's breakout role in the fashion world began in 1990 with Gucci, the iconic Italian fashion house. His work reinvented Gucci for a new brand era and by 1994, as creative director, he was responsible for the design of everything from fashion to fragrance, advertising, and store design. During the 10 years that followed, sales increased from 0 million to almost a billion, making Gucci one of the largest and most profitable luxury brands in the world.

In 2004, Tom Ford left the Gucci Group to form his own company and create the Tom Ford brand. A beauty and eyewear collection debuted in 2005, and his first flagship store, devoted to luxury menswear, opened to critical acclaim in New York City in 2006. A strategic and selective global expansion of the Tom Ford brand is in place to create more than 100 freestanding Tom Ford retail stores worldwide over the next 10 years.

In September 2010, Tom Ford made his long-awaited return to Womenswear. The first Tom Ford womenswear collection, presented in a very intimate soiree in New York was a triumph of gorgeous suiting, separates, cocktail and evening wear, with opulent accessories and jewelry. Rooted in the tradition of fine women's tailoring, the collection present the highest levels of craftsmanship, using the most luxurious fabrics and details. Tom Ford's brilliance at using timeless, sexy, and elegant silhouettes highlights and amplifies a woman's person style and individuality.

Tom Ford launched Tom Ford Beauty in 2006 with the daring fragrance, Black Orchid. Six months later, he presented his uber-luxe private blend collection to bring unconventional scents to the true fragrance connoisseur. Today there are six signature fragrances for women and men and private blend continues to inspire and define luxury fragrance with the new scents including Jardin and Noir collection. Tom Ford's first foray into color came with the private blend lip collection in 2010 which surpassed all sales expectations globally. Today his complete collection of skin treatments, makeup, and ravishing color will help and woman achieve potent, modern glamour, in the way that best expresses her unique look and mood.