

# TOM FORD KICKS OFF NY FASHION WEEK WITH 90S SEQUINS



**T**om Ford on Wednesday opened New York Fashion Week in throwback '90s sequin glory, kicking off the spring/summer 2018 season and looking to silence criticism that the bi-annual style fest is losing its mojo. More than 230,000 people flood America's cultural capital to attend the September and February editions, where hundreds of shows, deals and parties contribute nearly \$900 million a year to the city. Ford, the 56-year-old, Texan-born, movie-making designer transformed Manhattan's Park Avenue Armory into an intimate, pink runway that hosted A-list guests such as Kim Kardashian, actress Julianne Moore, and 1990s supermodels Cindy Crawford and Helena Christensen.

"I hope it brings in a younger customer," Ford confided to The Business of Fashion website. "It's a bit more modern." "I thought it was really important to have a proper show." Ford sent down the runway models in blush sequin tops, cropped micro hemlines, sharply tailored jackets and body suits with plunging necklines and hip-high cut outs. Colors were neutrals and hot pink. The show segued immediately into pumping after party to launch his new fragrance "Fucking Fabulous" with buff, shirtless waiters in sports shorts handing out drinks and burgers.

Ford told The Business of Fashion it was "a throwback in a

way to the spirit" of his collections for Gucci in the 1990s—the gig that made him famous. His eponymous eyewear, beauty and fashion empire is now reportedly on track to hit retail revenue of nearly \$2 billion in 2017. It was a bold start to a fashion week that officially begins Thursday, under a cloud of stellar designers fleeing to Europe, debate about its relevancy and confusion even about what time of year it is. Raf Simons, the Belgian ex-Christian Dior designer giving Calvin Klein a face lift to rave reviews, is the most hot anticipated show with a second collection for the iconic New York house on Thursday. Otherwise here quick highlights in the offering:

### Fall back, spring forward?

Officially it's spring/summer 2018, but Ralph Lauren and a clutch of other labels have switched to "see-now, buy-now" which basically means fall/winter and clothes instantly available for purchase. The drive for reform is the desperation to give the millennial market what they want: instant gratification in a social media world where planning wardrobes six months in advance is an anthem. But to what extent its working is up for debate. Tom Ford, who opted for instant fashion for fall 2017, says it's not and has switched back.

