

# TOM FORD BEAUTY

FOR IMMEDIATE RELEASE

## DÉFILÉ AUTUMN I WINTER 2025 RUNWAY LOOK

To seduce means to bring someone close, drawing a gaze, enticing touch, stimulating senses, rewarding discovery with surprise and beauty.

According to Creative Director, Haider Ackermann, "Sensuality is the feeling of beauty. I welcome my beauties here: the noble personalities embodying my idea of what makes an individual today. Their androgyny brings alive the vertical directness of what they wear, the ease of pure lines empowered by the full blast of color."

Colors of joy. Bright pastels that are fresh and uplifting, on suits and dresses as immediate as t-shirts; vivid hues that also glisten on the eyes as powdery eyeshadows.

This season's runway beauty look introduces desirable characters with an aristocratic touch and a modern and edgy elegance.

TOM FORD SHADE AND ILLUMINATE CONTOUR DUO was used to create angular definition to the models' faces, working with contrasting textures of matte and gloss to the upper cheekbone and under the browbone. Healthy skin is sculpted with the TOM FORD ARCHITECTURE SOFT MATTE BLURRING FOUNDATION.

Deep, kissable red lips were created using TOM FORD RUNWAY LIP PENCIL in 105 PRIVATE CLIENT. TOM FORD RUNWAY LIP COLOR in 16 SCARLET ROUGE and 18 UNZIP create rich saturation. TOM FORD GLOSS LUXE in 01 DISCLOSURE was used to create a high-shine finish.

Half-bleached eyebrows add an underlying tone to the makeup, teaming them with powerful colors. TOM FORD EYE COLOR QUAD CRÈMES in 47 OLIVE SMOKE and 46 EMBER BRONZE deliver a deep sensuality. Eyes were lined with the TOM FORD EYE DEFINING PEN IN 01 DEEPER.

The men's grooming look includes the TOM FORD ARCHITECTURE SOFT MATTE BLURRING FOUNDATION and the TOM FORD SHADE AND ILLUMINATE CONTOUR DUO. Brows are enhanced with the TOM FORD BROW SCULPTOR and EYEBROW LAMINATOR.

A groundbreaking scent, TOM FORD OUD WOOD PARFUM is enriched with spices of cardamom and pink pepper, mixing with the essence of rosewood.

Makeup by Lucy Bridge @LUCYBRIDGE @STREETERSAGENCY.

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