



Ⓣ *History*

Ⓣ *Signature Designs*

Ⓣ *Brand Architecture*

Ⓣ *Iconic Themes*

# Brand History



2004

Brand is launched in February, and 1<sup>st</sup> boutique opens in NYC (on Elizabeth Street).



2005

Tory Burch appears on Oprah as “The Next Big Thing in Fashion”. Tory is awarded the Fashion Group International “Rising Star Award” for best new retail concept.



2007

Tory Burch becomes a member of the Council of Fashion Designers of America (CFDA) and wins the ACE “Designer of the Year” award.



2008

Tory wins the CFDA “Accessories Designer of the Year” award, and opens a showroom in Milan.



2009

Q4 sun launches in department stores & Tory boutiques. Tory Burch Foundation launches.



2010

Expansion of sun and optical into Independent opticians. Tory Burch® mobile launches.



2011

Tory’s largest flagship opens on Manhattan’s legendary Madison Avenue in New York. Her first runway show debuts the Spring 2012 collection.



2012

Tory Burch celebrates the opening of her 50<sup>th</sup> store, and the first in China, in Ni hao, Beijing.



2013

Debut of the Tory Burch fragrance and beauty capsule collections.



2014

10 year anniversary! Watches launch Fall 2014. Tory Burch® coffee table book launches Oct 2014 and becomes a New York Times bestseller.



2015

Tory tops Forbes’ list as one of the most powerful women in business: #17 America’s Self-Made Women (2015). #73 Power Women (2015).



2015

Fall 2015: Launch of Tory Sport with a pop up shop in the original Nolita location. Permanent flagship store opened in April 2016.

# Signature Designs

Tory Burch is inspired by **art, photography, films, and travel**, as well as her mother and father's unique sense of **personal style**, and has developed quite a celebrity following. The brand covers a wide range of lifestyle product categories, including: ready-to-wear, shoes, bags, accessories, jewelry, and lifestyle accents. Signature pieces include: The Tory Tunic, The Reva Ballerina Flat, and The Tory Tote.



Several logo treatments in the eyewear collections are directly inspired by the trims on Tory Burch bags and shoes.

The subtle use of her logo, primarily driven by the **letter “T”** can be seen throughout the collections.

The **“Double T” logo** is her most well known logo and is sometimes used to create a pattern on fabrics and other items.

Fans of Tory Burch have come to recognize her designs through the unique use of the “T” or “Double T” logo.



HISTORY

SIGNATURE DESIGNS

BRAND ARCHITECTURE

ICONIC THEMES



# Brand Architecture

Tory Burch collections are based on the following philosophies:



## MODERN

Clean timeless styling with fine detailing.

Contemporary and sleek styling

Hints of bright color paired with neutrals

Geometric print attributes



## CLASSIC

Classic styling with custom materials and detailing focused on the iconic Tory Burch “T” logo.

Traditional shapes and iconic details

Signature colors, prints, and materials

Sophisticated and tonal pairings



## ECLECTIC

Fashion forward “it” pieces.

Over the top print and color pairings

Exaggerated seasonal trends

Structured shapes and Runway pieces



HISTORY

SIGNATURE DESIGNS

BRAND ARCHITECTURE

ICONIC THEMES



# Iconic Themes

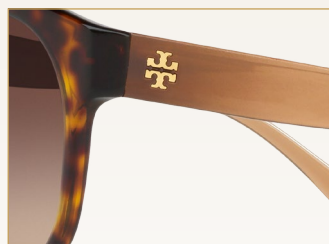
## MODERN



TY7123



TY2086



### COLORS

The goal in eyewear is to achieve the same mood and aesthetic that Tory Burch herself gains with her collections. Color is a very important element:

Exclusive color blocking acetates and branded prints

- Unexpected color combinations

- Interesting transparencies

## CLASSIC



TY7125



TY2089



### SHAPES

Tory Burch eyewear is a combination of innovative and wearable shapes with a good balance of core and fashion forward offerings.

Complex constructions offer very unique shapes: what we call **“unexpected”** for Tory Burch.

## ECLECTIC



TY7127



TY2090



### MATERIALS

Mix material is a must have for Tory Burch collections as well as:

- Precious material (wood, leather, MOP, raffia)

- Precious-look acetates (horns, iridescent effect, wood, bamboo)