

# DESIGNER GUIDE: THOM BROWNE

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If you've been following red carpets recently, you've most likely seen the designer Thom Browne pop up again and again. Noted for his all-gender twists on style staples like suits and coats, he has quickly become the go-to designer for modern menswear. Worn by style icons such as Michelle Obama, Russell Westbrook, and Lizzo, Thom Browne is the name to watch if you're interested in genderless, quirky, and fashion-forward suiting.



## **Designer History**

Born in Allentown, Pennsylvania, Thom Browne originally got a degree in economics before pivoting to a career in fashion design. Starting as a salesman for Giorgio Armani in the '90s, he rose to become the lead for the creative development team at Club Monaco, a subsidiary of Ralph Lauren. He truly cut his teeth in tailoring and suiting with a position at Brooks Brothers, designing and developing a fashion-forward line entitled "Black Fleece." The success of this line led to a partnership with Moncler, the iconic Italian luxury sports brand. Using his training and experience working with these iconic labels, he debuted his first menswear collection in 2004, and his first womenswear collection in 2011.



## **Designer Trademarks**

Thom Browne's whimsical, avant-garde suiting is responsible for many of the innovations we have seen in menswear within the past 10 years. Pharrell's short suit sets? Thom Browne. The resurgence of kilts? Thom Browne! Defined by his signature red, white, and navy, Thom Browne often combines expert tailoring with a fantastical, story-book aesthetic. Think suit jackets with Rococo panniers, a lobster-shell skirt, or a teddy bear come to life. Suits have come to be regarded as one of the "mainstays" of fashion, meaning an eternally classic look that doesn't change. However, Thom Browne has proved that menswear and suiting is ready to evolve past the standard look we are used to wearing.



## **Get the Look**

Here's an exclusive for our blog readers - Thom Browne fabrics are on their way to Mood! As of today, they are beginning to launch to our VIP customers. If you want to create suits, skirts, and trousers with fresh-off-the-runway prints, now's your chance! To get the Thom Browne look, take classic silhouettes and refresh them with fun prints, trims, or buttons. Don't be afraid to play with a more childlike look and embrace a sense of wonder. Finally, you've got to incorporate red, white, and blue somewhere within your look.

Are you inspired by Thom Browne's designs? Let us know in the comments below!