



Tory Burch is a luxury lifestyle brand defined by classic American sportswear with an eclectic sensibility and attainable price point. It embodies the personal style and spirit of its CEO and designer, Tory Burch.

Tory Burch was launched in February 2004 as a lifestyle concept with multiple product categories, including ready-to-wear, handbags, shoes and jewelry. Tory designed her first boutique in New York to feel more like a room in her own home than a traditional retail store. Key design elements featured in all boutiques include orange lacquer doors, mirrored walls and Lucite fixtures.

In October 2009, Tory Burch eyewear was launched in partnership with Luxottica Group. The collection has a classic yet modern feel that reflects the spirit of the brand. Tory wanted to create a collection that was not only distinctive, but also well-made and accessibly priced.

Tory is greatly influenced by the personal style of her parents Buddy and Reva. She also is inspired by her love of art, music, culture and travel, which is reflected in the collection. Graphic prints, bold colors and unique details are all signatures of the brand.

Tory Burch has received several awards from the fashion industry, including the 2008 CFDA for Accessory Designer of the Year; 2007 Accessory Brand Launch of the Year from Accessories Council of Excellence; and 2005 Rising Star award from Fashion Group International. Tory was named one of Forbes' Most Powerful Women in the World in 2010. Blake Lively, Reese Witherspoon, Oprah Winfrey, Jennifer Lopez, Gwyneth Paltrow and Hilary Swank all wear the Tory Burch collection.

In 2009, Tory launched the Tory Burch Foundation to support the economic empowerment of women and families. Through grants and microfinancing for women entrepreneurs, the foundation invests in the success and sustainability of women-owned small businesses. Through mentoring opportunities, it provides women with tools to achieve their aspirations as entrepreneurs and leaders. Please visit toryburchfoundation.org for more information.

Born and raised in Valley Forge, just outside Philadelphia, Tory graduated from The University of Pennsylvania with a degree in art history and moved to New York to pursue a career in the fashion industry. She has worked for some of the most influential American designers, including Ralph Lauren, Vera Wang and Narciso Rodriguez at Loewe. Tory currently resides in New York City with her three sons.

Tory Burch is available at 49 free-standing Tory Burch stores across the U.S., 24 international stores, toryburch.com, and over 1000 select department and specialty stores worldwide.