



Tory Burch is an attainable, luxury lifestyle brand defined by classic American sportswear with an eclectic sensibility, which embodies the personal style and spirit of its CEO and CCO, Tory Burch. Recognizing a void in the market for a sophisticated aesthetic at an accessible price point, Tory wanted to create stylish yet wearable clothing and accessories for women of all ages.

Tory Burch was launched in February 2004 as a lifestyle concept with multiple product categories, including ready-to-wear, handbags, shoes and jewelry. Going against the minimalist trend that was popular at the time, Tory designed her flagship boutique, in downtown 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 unique spirit of the brand. Tory wanted to create a collection that was not only distinctive, but also incredibly well-made and accessibly priced.

Tory is greatly influenced by the unique personal style of her parents Buddy and Reva. She also is inspired by her love of art, music, culture and travel, which is all reflected in the collection. Graphic prints, bold colors and unique detailing 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; 2005 Rising Star award from Fashion Group International. Tory was recently named one of Forbes' Most Powerful Women in the World in 2010. Blake Lively, Cameron Diaz, Oprah Winfrey, Jennifer Lopez, Uma Thurman and Hilary Swank all wear the Tory Burch collection.

In June 2009, Tory launched The Tory Burch Foundation in Los Angeles with Mayor Villaraigosa. Partnered with ACCION USA, the foundation supports women entrepreneurs in the United States through microfinance. Please visit [toryburchfoundation.org](http://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 young sons.

Tory Burch is available at 41 free-standing Tory Burch stores across the U.S., 12 international stores, [toryburch.com](http://toryburch.com), and over 500 select department and specialty stores worldwide.