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PETER LINDBERGH

## Doug Lloyd

FOUNDER & CREATIVE DIRECTOR, LLOYD & CO



Renowned for his provocative, aggressive imagery for Gucci, he has devised some of fashion's most high profile campaigns.

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WEBSITE  
[lloydandco.com](#)

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The BoF 500 is the definitive professional index of the people shaping the \$2.4 trillion fashion industry, hand-selected by the editors of The Business of Fashion, based on hundreds of nominations received from current BoF 500 members, extensive data analysis and research.

### Biography

Most well known for producing **Tom Ford** for Gucci's provocative campaigns in the early 2000s, creative director Doug Lloyd is the man behind some of fashion's most high-profile campaigns. In 1994, he founded his agency, Lloyd & Company, which counts brands like Gucci, Estée Lauder, Bottega Veneta, **Jil Sander**, Yves **Saint Laurent**, Max Mara, JTheory, **Oscar de la Renta**, and many others as clients. Lloyd has also collaborated closely with the CFDA to design various promotional materials for its annual awards and other initiatives.

His first client at his own agency was Tom Ford, then still creative director at Gucci, and together they created the overtly sexual and controversial campaigns with the letter 'G' shaved into the models' pubic hair. Since then, his work has become less racy and opulent, following a general trend in fashion towards modesty and new romanticism.

Earlier in his two decades long career, Lloyd was art director at upscale boutique Barneys New York and senior art director at the Gap, overseeing all advertising across the American clothing retailer. He has also held editorial roles at *Mademoiselle*, *Arena Homme Plus*, and *Muse* magazines.

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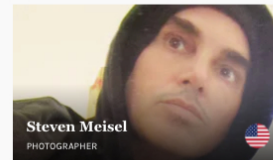
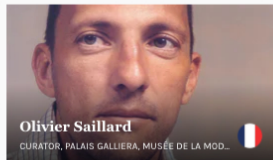


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