

Milestones



Launch of NYC
flagship



toryburch.com launches



Launch of "Reva" ballet flat



Tory is awarded the
CFDA Accessory
Designer of the Year

2004

2005

2006

2007

2008

Oprah hails Tory
"The next big thing in fashion"



Tory is inducted
into the CFDA



Tory receives
ACE award for
Accessory Brand
Launch of the Year



Tory launches the
Tory Burch Foundation



Tokyo flagship
opens



Tory Burch
mobile launches

Seoul, Taipei,
Rome, Hong Kong &
London expansion



Tory reaches
100,000 fans
on Facebook



50th boutique opens
(1st boutique in China)



Madison flagship opens
First runway show SS '12

International e-comm site
launches planned
(.uk, .it, .fr, .gr)

2009

2010

2011

2012

Presentation is
moved to the tents



Eyewear launches



Latin America & Middle East
expansion & marketing site
launches for .uk, .it, .fr, cn, .gr



Tory named one
of the world's
100 most powerful
women by
Forbes Magazine

Toryburch.jp
e-comm site
launches



Buddy Intranet
launches



Brazil & Singapore FSS
launch plans, continued
International expansion
& fragrance launch
planned