



Tony Wilson

November 22, 1940 - January 18, 2026

Tony Wilson, the eldest of three brothers, was born on November 22, 1940, in Roslyn, New York, to Eugenia and Jerrold Wilson. When Tony was five years old, the family relocated to Los Angeles. From the moment they arrived, Tony's iconic California life began.

He attended Beverly Hills High School and became one of the original surfers of Malibu, embracing the freedom and spirit that would define him throughout his life. At just 23 years old, Tony and his brothers, Jeff and Brian, inherited their father's Beverly Hills leather store, Wilsons House of Suede & Leather. The store was on the brink of bankruptcy, but when Tony looked up at their name on the storefront, he knew this was their chance. He had a vision.

As the Beatles arrived in America and leather jackets exploded into popular culture, Wilsons House of Suede & Leather captured the zeitgeist perfectly, the store found its moment—and took off. Now with their mother Eugenia by their side, the brothers set out to build the family business together, and what Tony had seen became real.

Soon came the legendary Wilsons commercials, starring the three brothers, with Tony as the spokesperson. The ads ran nonstop for ten years, which transformed Wilsons into a national retail phenomenon. Long before it was common, Tony chose to hire only women—salespeople, managers, leaders—

giving countless women opportunities at a time when few existed. He was a gentle, thoughtful man who truly cared about people, and he changed many lives by simply believing in them.

In 1996, Tony's world shifted when he met the love of his life, painter Carin Gerard Wilson, and soon after Carin became the stepmother to his four children. Tony was devoted to Carin, they shared a deep, joyful connection and spent the next 30 years building a life together in Santa Barbara.

Tony lived a vibrant life with Carin by his side. Carin had studied art in Florence before they met, and together they shared a deep love of the city, becoming members of Palazzo Tornabuoni, a place that held special meaning for them. Tony surfed, skied, rode horses, ran on the beach daily and was a devoted and loving father to his four children. Later in life, thanks to Carin, he discovered a passion for watercolor painting; his artwork now fills every room of his daughter Peyton's home.

Tony passed peacefully at home, surrounded by his family while listening to his favorite music. With Tony's enormous heart, the afterlife just gained a little more warmth and light.

He is survived by his wife, Carin; his children, Peyton (David Bochner), Taylor, Austin (Mallorie), and Mackenzie; his brother, Jeffrey (Deidre) Wilson; his former wife and lifelong friend, Marcy Adams and his extended family: Lisë Davis, Mark Gerard, Cathy Wilson, Derek (Kendra) Wilson, Jessica (Nick) Ansuini, Regan (Floris) Bauer, and Audrey Wilson. He is also survived by Carin's nieces and nephews: Noah, Caitlin, Cody and Mielle.

A private family memorial will be held. Charitable donations can be made to Conservation International.