

INTERNET

Tod's adds a hint of sparkle to Gommino offering on The Luxer

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Tod's Sparkle Gommino

By STAFF REPORTS

Italian apparel and accessories label Tod's is teaming with its official ecommerce partner to sell an exclusive version of its Gommino loafer.

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For online retail Tod's works with ecommerce platform TheLuxer.com exclusively in select European markets and the United States, and plans to venture into the Asian region shortly. Since Tod's ecommerce is only offered through TheLuxer.com, creating an exclusive product unavailable in boutiques is a way to show appreciation for the relationship.

Shimmer and shine

The Tod's Gommino loafer is one of the brand's signature shoes, so its enthusiasts will likely want this piece in their collections.

The limited-edition "Sparkle" Gommino loafer is a fresh pink color and features a glittered metal penny bar, and a thin veil of micro glitter adorns the leather creating a shiny snakeskin effect. This effect was created using a special laser process that creates subtle stripes and silvery reflections on the leather.

Each Gommino requires 35 pieces of leather to create a single shoe and each element is checked and treated individually before the loafer is assembled and hand-sewn. All together, a Gommino loafer undergoes a series of 100 steps to be created.

The Sparkle Gommino retails on The Luxer for \$525.



Tod's Sparkle Gommino available only on The Luxer

On its own Web site, Tod's encourages consumers to personalize their pair of Gomminos through bespoke options called the Gommino Club.

The made-to-order style is available for both men and women and allows the consumer to personalize the leather finish and laces in his or her preferred color. Although available only at select boutiques, Tod's has created an online hub for the Gommino Club to show consumers the creative process ([see story](#)).

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