

COMMERCE

Tod's acquires Roger Vivier for \$440M

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Jeanne Damas for Roger Vivier's fall/winter 2015 campaign

By STAFF REPORTS

Italian luxury group Tod's is ensuring that the Roger Vivier brand remains within its company by purchasing the label from its largest shareholder, Tod's CEO Diego Della Valle and his family.

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Prior to the deal, worth about \$440 million, Tod's was producing Roger Vivier shoes under a licensing agreement set for renewal next year. While some analysts told [Reuters](#) that the transaction was expensive, this removes any uncertainty about the future of the relationship between Tod's and Roger Vivier.

Establishing ties

The transaction is set to close in January. The Della Valle family will reinvest \$220 million into Tod's at \$85.83 euros or about \$91.06 per share.

Mr. Della Valle's stake in Tod's will then be about 61 percent, up from 57.5 percent, says [Bloomberg](#).

Roger Vivier is profitable, and is expected to generate revenues of more than \$159 million euros this year. The house, established in the 1930s, has an expansive history that includes dressing Queen Elizabeth II's feet for her coronation and creating the stiletto heel.

Today, Roger Vivier retains its Parisian aesthetic in a modernized manner.



Roger Vivier heels

The footwear and accessories label is embracing a classic French aesthetic with its latest brand ambassador for the fall/winter 2015 collection.

Roger Vivier chose to tap Jeanne Damas for this year's campaign, emphasizing the young French blogger's signature style and Parisian sophistication. Working with a popular blogger for this campaign will help Roger Vivier connect with a younger audience while still maintaining its classic French appeal ([see story](#)).

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