

COMMERCE

Will Andrea Incontri take total creative control at Tod's?

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Tod's menswear autumn/winter 2016-17

By STAFF REPORTS

Italian leather goods brand Tod's may increase the responsibilities of Andrea Incontri, creative director of menswear, in light of Alessandra Facchinetti's exit.

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News broke May 5 that Ms. Facchinetti would end her time as Tod's creative director of women's wear to pursue personal projects after three years at the house. As creative director Ms. Facchinetti was responsible for women's wear, showing her first collection in spring 2014 with a presentation in Milan ([see story](#)).

Tod's takeover

At the time of Ms. Facchinetti's announcement Tod's CEO/chairman Diego Della Valle wished her well, but did not share plans of a replacement.

According to [WWD](#), market sources suggest that Tod's may expand Mr. Incontri's creative role at the house instead of hiring talent from outside its stable. Mr. Incontri was hired in June 2014 as Tod's menswear creative director, with a focus on ready-to-wear lines.

As with Ms. Facchinetti's hire in 2013, Mr. Incontri was hired by Mr. Della Valle to expand Tod's menswear division due to the explosion the category has seen recently.



Tod's menswear campaign, autumn/winter 2016-17

Mr. Incontri has a degree in architecture from Politecnico di Milano and is "passionate about the study of shapes and silhouettes." In 2009, Mr. Incontri launched his own namesake accessories line, adding a men's apparel collection soon after and women's wear in 2012.

Talent retention has put a strain on fashion houses, with many feeling that creative exhaustion has much to do with designers exiting houses after a short tenure.

While Tod's has yet to comment on Ms. Facchinetti's replacement or if Mr. Incontri is a contender, upping the creative responsibilities of a single designer may not be a sound option.

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