

RETAIL

Moda Operandi appeals to dog lovers for bespoke collaboration

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Moda Operandi x Del Toro

By STAFF REPORTS

Online retailer Moda Operandi is letting every dog have its day.

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Moda Operandi has partnered with Italian footwear label Del Toro for a series of dog accessories, such as collars and leashes, and items for fashion-forward owners, including tote bags, catch-all trays and shoes. The love consumers have for their pets knows no bounds, and many high-end brands have taken this into consideration, offering dog-centric products to appeal to clients' sentiment.

A fashionista's best friend

Promoted on Moda Operandi and Del Toro's Instagram accounts, consumers are directed to the retailer's Web site. Moda Operandi specifically directs consumers to its Like2Buy link found in the brand's bio.

On Moda Operandi's Web site, consumer can shop the "Dogs by Del Toro" trunkshow, which, as of press time, has about three weeks left until its end. The line includes "best breeds on tap" such as Frenchies, Bernese Mountain Dogs, Dachshunds, Chihuahuas, Greyhounds, Malteses, Pugs and others.

For consumers who wish to have their dog's likeness rather than stock imagery embroidered on Del Toro's products, Moda Operandi is accepting pictures that will then be digitized for embroidering. The customization is likely to resonate with consumers who boarded obsession with their "fur babies."

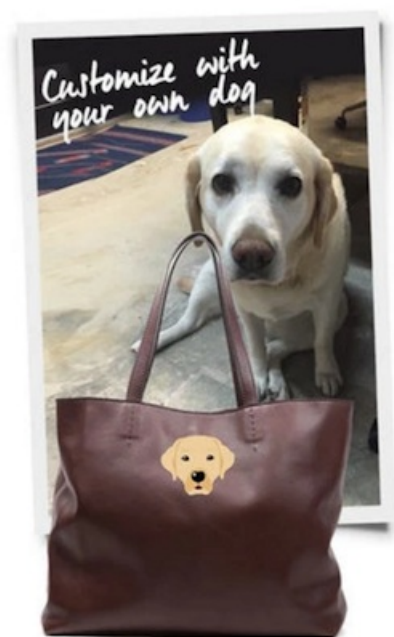


Moda Operandi x Del Toro custom dog slippers

The embroidered pup's face is applied to Del Toro's velvet smoking slipper, available in a range of lush colors. The slippers cost \$395 per pair, and buyers must leave a \$197.50 downpayment.

If the consumer selects a leather tote, the dog's is placed between the strap handles on one side of the bag. Available in chocolate or navy leather, the tote retails for \$725 with a deposit of \$362.50 at time of order.

Customized items are more expensive, at \$695 for the slippers and \$925 for the tote. Consumers can expect their custom Del Toro goods between October and December.



Moda Operandi x Del Toro custom dog tote bag

In a similar effort, British menswear label Turnbull and Asser used its bespoke capabilities to immortalize man's best friend.

In time for the 2015 holiday season, the house created a pocket square to order with the image of the owner's dog placed onto the fabric. Going beyond initials when personalizing merchandise can help create even more of an impression on consumers ([see story](#)).