

APPAREL AND ACCESSORIES

## Tod's goes under the needle to fete remodeled London store

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*Saira Hunjan for Tod's*

By STAFF REPORTS

Italian apparel and accessories label Tod's is marking the reopening of its London flagship store with some ink.

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The brand's boutique at 2-5 Old Bond Street is now more than double its previous size at 6,000 square feet, with three levels selling the full men's and women's collections, including ready-to-wear, handbags and shoes.

Commemorating the opening, Tod's worked with tattoo artist Saira Hunjan to create a limited-edition handbag.

### New look

Tod's boutique includes high ceilings, marble floors and details in leathers and metallics. Adding a branded touch, the rosy hued metal doors feature Tod's Double-T logo.



*Tod's London boutique*

At launch, Tod's store will carry the fall/winter 2016 collection. In addition to this new opening, Tod's has four other boutiques in the United Kingdom, including shops-in-shops at Harrods and Selfridges.

By the end of the year, the brand will have 250 global stores, 150 of which are direct operated.

Along with the opening, Tod's is revealing the Tattoo Bag, a limited-edition by Ms. Hunjan. The artist's star rose after she tattooed famous clientele including Kate Moss, leading to collaborations in the fashion industry.

For Tod's, Ms. Hunjan tattooed the images of intertwined lions onto a skin handcrafted by the brand.



### *Suki Waterhouse for Tod's*

In a short video that premiered Sept. 15, Tod's represents the making of the handbag. In interspersed clips, British model Suki Waterhouse is seen lounging in an oversize button-up that is nonchalantly falling off her shoulder as Ms. Hunjan's hands draw on paper.

Suddenly, Ms. Waterhouse points to her bare shoulder, and a needle rises up, causing an expression of shock on the model's face. The skin that was tattooed is then revealed to be the skin of the brand's Double T handbag, which Ms. Waterhouse holds adoringly.

### *Tod's Tattoo*

A limited-edition Double T collection inspired by Ms. Hunjan's lions will be on sale from December in Tod's boutiques. Consumers can pre-order pieces online starting now.

Other tattoo artists have lent their talents to luxury brands, giving products an edgier appeal.

For instance, LVMH-owned Hennessy is exploring the parallels between the crafts of tattooing and cognac making through a special edition.

The sixth artistic collaborator for Hennessy's Very Special Limited Edition bottles is Scott Campbell, a New York-based tattoo artist and owner of Brooklyn's Saved Tattoo parlor. While Mr. Campbell's and Hennessy's respective disciplines may initially seem disparate, the creation of the bottle from inspiration to production revealed similarities ([see story](#)).