

APPAREL AND ACCESSORIES

Tod's boosts CSR through youth training initiative

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San Patrignano residents at work

By STAFF REPORTS

Italian fashion label Tod's is giving back with a collection that uses accessory production as a means of rehabilitation.

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Working with the San Patrignano community, which runs long-term residential recovery programs for young addicts, providing them with training and education during their time. While charitable capsules enable brands to give a man a fish, this initiative from Tod's is aimed at teaching.

Youth outreach

Tod's oversaw the creation of its Love is a Gift collection, which includes handbags, clutches, wallets and card holders. Produced entirely at the San Patrignano facilities, this initiative reinforces the vocational focus of the center, which looks to give its residents valuable life skills.



A San Patrignano resident at work

While Tod's provided training and direction throughout the entire project, the goal is to give the community full

autonomy to carry out collection creation, from design to marketing, on their own, with some guidance from the brand.

The label donated all of the leathers and materials used, and all proceeds will go back to the center to help it in its mission.

Since 2012, Tod's has been committed to giving 1 percent of its net profits to organizations that support young people.

Tod's collection will be sold on its own ecommerce site, Tod's Group e-boutique The Luxer and other outlets, including department store la Rinascente.

Philanthropy and charitable contributions have emerged as essential elements of a fashion brand's image, according to a new report from Fashionbi.

While galas, auctions and sponsored fashion shows have never been abnormal, a growing number of big-name brands, including Versace, Burberry, Bulgari, Cartier and Gucci, have established or teamed with charity foundations dedicated to specific causes in recent years. Consumers naturally aspire to luxury brands, thus transforming brands into role models that must demonstrate genuine concern for social causes in order to maintain that interest from consumers ([see story](#)).

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