

AUTOMOTIVE

Tod's, Ferrari make craftsmanship comparison to launch co-branded line

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Tod's x Ferrari shoes

By STAFF REPORTS

Italian apparel and accessories label Tod's is translating the aesthetics of Ferrari's vehicles into a collection of footwear.

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For fall/winter 2016-17, the brands have teamed up on a collection of driving shoes and sneakers for men that feature elements such as the prancing horse and Ferrari's iconic shade of red. For Ferrari, this affiliation enables it to communicate its care and attention to detail during production through another category of merchandise.

Stitched together

To launch this collection, Ferrari and Tod's created a short film.

The video opens as a bolt of suede is laid out on a table. A hand runs over the material as the film cuts to a Ferrari vehicle, establishing a comparison between the two companies.

While the engine revs, the shoe begins to come to life, as material is cut, holes are punched for the rubber gommino sole. Furthering the correlation between the two brands' production methods, a Ferrari plant is shown as one of its cars is in progress.

As the Gommino loafer's red suede is sown, a Ferrari seat is also stitched together by hand.

Finally, the two brands come together, as a man wearing the Ferrari Gommino driving shoe drives off in one of the automaker's vehicles.

Tod's for Ferrari

Tod's has worked with Ferrari for collections in previous years. Aside from the brands sharing a heritage of driving, Tod's president and CEO Diego Della Valle sits on the board of Ferrari, making it a natural partnership.

Automakers are increasingly breaking out into lifestyle categories, giving their fans ways to express their devotion that go beyond vehicle ownership.

For instance, Italian automaker Lamborghini expanded its offerings in a new collaboration with Italian suitmaker d'Avenza.

Together the brands will offer consumers the ultimate customization experience, giving them the ability to design their own Lamborghini and a bespoke suit to match. Pairing up with a luxury apparel brand like d'Avenza to offer new products will allow Lamborghini to appeal to a wider range of consumers ([see story](#)).

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