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Tod's ensures Italian manufacturing continues in earthquake-affected region

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Render of Tod's Arquata del Tronto manufacturing plant

By STAFF REPORTS

Italian leather goods brand Tod's has unveiled construction details for the manufacturing plant it plans to build in Arquata del Tronto, Italy.

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The investment in Arquata del Tronto will benefit Italy's Le Marche region, a historical manufacturing center, particularly known for its footwear craftsmanship. Arquata del Tronto and nearby villages were damaged by the devastating earthquake that occurred in August.

Made in Italy

The August earthquake hit close to home for Tod's. The brand's headquarters is located in Casette d'Ete, approximately 65 miles from Arquata del Tronto.

Tod's announced its intentions November after acquiring about 54,000 square feet of land in the Italian village. According to local media reports, Tod's invested approximately \$1.1 million on the parcel.

As a proponent of Made in Italy, Tod's new plant will hire young locals which will insure the Le Marche region continues being known for handcrafted footwear. The plant is expected to produce Tod's shoes.

Tod's has not disclosed the cost of its new factory.

Tod's Group Stabilimento di Arquata del Tronto

Diego Della Valle, Tod's CEO, has support his home country through restoration efforts as well.

For example, with the first phase of the Roman Colosseum's restoration complete, project supporter Tod's included a global audience in the reveal.

In 2011, Tod's Group pledged 25 million euros, at the time about \$34 million, to help officials fund repairs of the landmark. Along with an unveiling event on July 1, Tod's created a corresponding digital project that takes consumers inside the process ([see story](#)).