

APPAREL AND ACCESSORIES

Tod's adds Chiara Ferragni's personal touch for Gommino capsule effort

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Chiara Ferragni of The Blonde Salad worked with Tod's on a capsule. Image credit: Tod's

By STAFF REPORTS

Social influencer and blogger Chiara Ferragni of The Blonde Salad is showing how much she loves Italian leather goods brand Tod's through a collaborative effort.

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Leading up to the collaboration's unveiling, Tod's brought Ms. Ferragni to its headquarters to learn about its creative process and craftsmanship. A video series was created and shared on Tod's Instagram account for fans of the brand and Ms. Ferragni to follow along as she explores the atelier.

Collaborating with brand friends

In the behind-the-scenes content, Ms. Ferragni is shown meeting with Tod's craftsmen as they work on her collaboration with the brand.

Imagery shows Ms. Ferragni with a Tod's craftsman as she picks from leather samples while accompanying stills show a handbag artisan as he works.

Starting in July, consumers will be able to purchase the goods Ms. Ferragni worked on with Tod's from the brand's Web site. The collaboration includes a limited-edition Gommino handbag and a pair of Double T Gommino flats.

Both items in the #ChiaraLovesTods Gommino capsule are in a powder pink shade. The collection will be sold via Tod's Web site and select flagship boutiques starting July 12.



Chiara Ferragni of The Blonde Salad collaborated with Tod's on a Gommino handbag and Double T Gommino flats in pale pink. Image credit: Tod's

To promote the limited-edition collaboration, Ms. Ferragni hosted a takeover on the Tod's Instagram handle via Instagram Stories. In the coming days, the brand will also debut a video to support the products and Tod's relationship with Ms. Ferragni.

In 2014, Tod's is putting the spotlight on stylish fans with a user-generated microsite centered on its Gommino loafer.

Tod's "Dots of Life" campaign asked consumers to submit photos of themselves wearing the Gommino, which were then compiled by the brand into an online gallery. At launch, the campaign's first shared images featured Ms. Ferragni and fellow bloggers Wendy Nguyen of "Wendy's Look Book" and Aimee Song of "Song of Style," among others ([see story](#)).