

APPAREL AND ACCESSORIES

Tod's fetes Arquata del Tronto factory opening

December 21, 2017



Diego Della Valle, Tod's CEO, cuts the ribbon at the Arquata del Tronto factory. Image credit: Tod's

By STAFF REPORTS

After a year of construction, Italian leather goods maker Tod's has opened a new factory in Arquata del Tronto.

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Tod's announced its plans to construct an Arquata del Tronto factory in 2016 following the devastating earthquakes that damaged many nearby villages that August. The investment in Arquata del Tronto benefits Italy's Le Marche region, a historical manufacturing center, particularly known for its footwear craftsmanship ([see story](#)).

Factory hires

Tod's announced its intentions November 2016 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.

The Arquata del Tronto factory is now open and fully operational. The opening of the Tod's factory has created 50 jobs for local workers.

Tod's - Arquata del Tronto factory

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](#)).

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