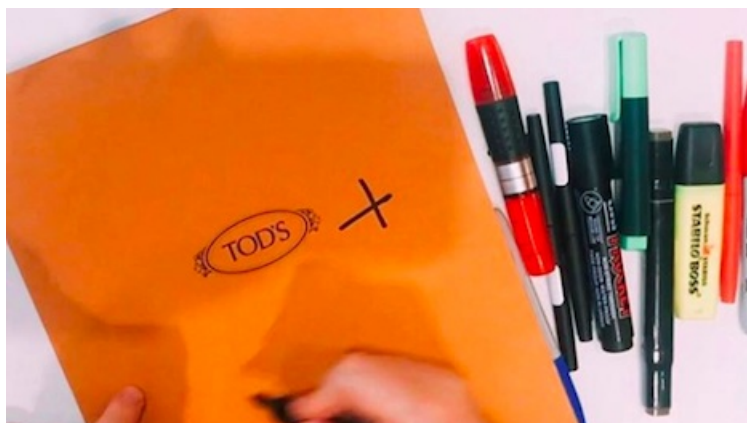


APPAREL AND ACCESSORIES

## Tod's taps Alber Elbaz for “unconventional project”

April 5, 2019



*Tod's is working with Alber Elbaz. Image credit: Tod's*

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By STAFF REPORTS

Italian fashion label Tod's is collaborating with designer Alber Elbaz for an upcoming capsule collection.

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Mr. Elbaz, who was previously the creative director for Lanvin's women's collections, has teamed with Tod's for an accessories collection. This is part of the Tod's Factory concept, which aims to bring newness to consumers on a more consistent basis through drops and limited-editions.

Back in the lab

After a 14-year stint at Lanvin, Mr. Elbaz left the company in 2015. Since then, he has taken on collaborations with brands such as LeSportsac and Frdric Malle ([see story](#)).

The designer now says he is "back in the laboratory" for Tod's.

Teasing the latest collaboration with Tod's, the designer is shown sketching himself on a skateboard on camera in an Instagram video.

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[View this post on Instagram](#)

Tod's and the one-and-only Alber Elbaz together for an unconventional project to be unveiled soon. Stay tuned for more. @alberelbaz8 #Tods

A post shared by Tod's (@tods) on Apr 5, 2019 at 2:17am PDT

### *Instagram post from Tod's*

Per *Women's Wear Daily*, the Tod's collection is expected to drop this summer.

As the luxury business looks to drive sales in an increasingly competitive retail environment, it is turning to a streetwear-style tactic to create consistent newness.

A growing number of luxury labels and retailers have been adopting the drop retail format, opting for a series of limited-edition releases per year rather than the traditional seasonal store arrivals.

Tod's turning to monthly capsules in a new business strategy aimed at appealing to younger consumers. Named Tod's Factory as an homage to Andy Warhol's studio, the approach will include collaborations with designers on capsule collections ([see story](#)).

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