

APPAREL AND ACCESSORIES

## Tod's hopes to capture unicorn with limited-edition

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*Tod's releases limited edition with Mr. Bags. Image credit: Tod's*

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By STAFF REPORTS

Italian fashion brand Tod's is looking to gain clout in China through a partnership with macro influencer Mr. Bags.

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Per a report on *Women's Wear Daily*, Tod's is collaborating with Mr. Bags on a limited-edition unicorn bag. The influencer is known for widely popular joint limited-editions with brands and has also often worked with Tod's in the past.

**Influencer x brand**

Launching worldwide on June 26, the Mr. Bags x Tod's collaborative bag will retail on the brand's Web site as well as its WeChat mini program. Various stores in locations such as China, Hong Kong, Macau and Taiwan will also carry the limited-edition in addition to retail placements in cities where Chinese travelers frequent.

The influencer, whose real name is Tao Liang, has chosen to release the bag on his birthday. Tod's and Mr. Bags have previously released collaborations on the latter's birthday.

Mr. Bags took Tod's classic purse design and added a unicorn charm to symbolize good luck and a white-and-blue color scheme.

The bag is priced at \$2,156.



*The limited-edition bag from Mr. Bags and Tod's. Image credit: Tod's*

"The color combination is actually a very classic Mr. Bags mix, with different shades of blue and white," Mr. Liang said in a statement to *WWD*. "This color combination is young and perfect for the summer time."

"The size of the bag is very petite, but the bag is big enough to keep all the daily essentials, like your iPhone, your card case, your remote charger and more."

Tod's previously partnered with Chinese social network WeChat and the influencer for a recent digital pop-up shop.

The pop-up combined editorial content with shopping, allowing customers to learn more about the products and their creation before making the purchase directly through WeChat. The collaboration emphasized not only the importance of ecommerce but also the continued crossover between European luxury and China ([see story](#)).

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