

APPAREL AND ACCESSORIES

## Tod's taps Xiao Zhan as newest brand ambassador

May 19, 2021



*Xiao Zhan for Tod's. Image credit: Tod's*

---

By LUXURY DAILY NEWS SERVICE

Italian fashion brand Tod's has announced Chinese actor and singer Xiao Zhan as its newest spokesperson, who will aim to interpret the brand's values and push it forward.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

With this collaboration, Tod's is hoping to highlight the Italian spirit through Mr. Xiao's gentleman-like qualities. By tapping a young figure, Tod's is focused on reaching the younger generations in China.

### New face

To supplement the announcement, Tod's released a short film showing the actor in various Tod's ensembles. With his silhouette framed against the light, Tod's aimed to bring out Mr. Xiao's power and charm.

*Mr. Xiao is most known for his star role in World of Honour*

French luxury goods conglomerate LVMH Mot Hennessy Louis Vuitton recently further cemented its relationship with Tod's by increasing its stake in the brand.

After news broke of the \$90.5 million deal, shares in the Italian brand **reportedly** jumped by more than 10 percent, to \$47.15 per share.

Shares also increased by 12 percent earlier this month after Tod's added social media influencer and brand founder Chiara Ferragni to its board (**see story**).