

APPAREL AND ACCESSORIES

## Tod's encourages sustainability through young creative initiative

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*Using sustainable materials, students reinterpreted Tod's design codes. Image courtesy of Tod's Academy*

By NORA HOWE

Italian fashion brand Tod's is pushing a sustainable fashion agenda through its partnership with Istituto Marangoni for the ReGeneration project.

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The second edition of Tod's Academy, which was conceived as a place for students to learn and work, ReGeneration continues this mission with the environment in focus. Twenty design students from Istituto Marangoni were selected to create a series of projects reinterpreting Tod's codes in a sustainable way.

"The goal with the ReGeneration project is to stimulate young creatives from around the world that come to Italy to study and to create products with strong attention to sustainability, a topic that is increasingly more central for all of the initiatives that Tod's has been carrying forward for some time," said Carlo Alberto Beretta, brand manager at Tod's, Milan.

"These students, working with our artisans, express the best of themselves with the help of the techniques and the expertise of the artisans."

### Pursuing sustainability

Following Tod's Academy's successful collaboration with Central Saint Martin for its debut project in February 2021, ReGeneration aims to continue the brand's mission of supporting young designers as they prepare to enter the fashion industry.

Students were given the opportunity to expand their knowledge of design and hone their production skills by familiarizing themselves with Tod's and the craftsmanship behind the brand.

With this collaboration, Tod's hopes to strengthen its commitment to younger people, highlighting the importance of providing new generations the platforms and tools to create and, ultimately, succeed in this industry.

*Tod's Academy is pushing sustainability through its support of young creatives*

Twenty young students were selected: Phoebe Adams; Anahita Alebouyeh; Alexandre Baldissera; Anna Chiara

Mormile; Beatrice Da Costa; Francesca Chavarri; Shang Chun kai; Maria E. Nates; Pragya Wadhawan; Qiongwen Qiao; Veronica Tanzillo; Anita Boiocchi; Erfan Mousavi; Giorgio Cinosi; Giuseppe Danza; Leyla Babayeva; Natalie Baekkel; Salvatore Caropreso; Ritika S. Sankpal and Ylenia Anna Caliri.

With sustainability serving as the central element of the project, each designer chose various materials, from biodegradable leather to cork, and reinterpreted them in ways that brought new life to Tod's pieces.

For instance, Ms. Sankpal used a vegan leather alternative made of cactus, while Mr. Danza reused materials and textiles from Tod's archives.

All 20 projects were unveiled across Tod's digital channels on Feb. 4. On the ReGeneration project [site](#), audiences can see all details of each student's collection.

In addition to the projects, Tod's published 30-second interviews with each student, in which they explain their inspiration for their collection, how they incorporated sustainability and which of Tod's codes spoke to them.

### *The final presentation*

As part of the program, six international mentors helped guide the students through their creative projects, providing expert knowledge: Laura Brown, editor in chief of InStyle U.S.; Tonne Goodman, sustainability editor at Vogue U.S.; Gert Jonkers, editor in chief of Fantastic Man; Gianluca Longo, style editor of British Vogue and style director of The World of Interiors; Simone Marchetti, editor in chief of Vanity Fair Italy and European editorial director of Vanity Fair; Sara Sozzani Maino, head of special projects at Vogue Italy.

### *Lifting young designers*

Recognizing the impact younger generations will have on the future of the fashion industry, brands and fashion conglomerates have been committed to incubating the designers of tomorrow.

In 2013, French luxury group LVMH launched its Prize for Young Fashion Designers, an initiative committed to supporting and fostering young talent across the world.

Notably, Virgil Abloh was a 2015 LVMH Prize Finalist and went on to launch his own streetwear brand Off-White and become Louis Vuitton's men's creative director until his unexpected passing in late 2021.

The winner of the 2021 LVMH Prize Nensi Dojak, received a year of personalized mentoring from the LVMH Group and a 300,000 euro, or \$364,749, grant to help develop her brand, with a focus on sustainable development, communications, as well intellectual property and financial management ([see story](#)).

In December 2021, Italian fashion house Valentino partnered with nonprofit group Camera Nazionale della Moda Italiana to launch an ongoing series featuring emerging designers.

Each season, a young guest designer will present their collection on Valentino's Instagram page. The series will begin during the fall/winter 2022 Milan Fashion Week in February with Italian designer Marco Rambaldi ([see story](#)).

"During the journey within the Tod's Academy, students are supported by mentors, including some of the most prestigious international editors, authoritative characters whose point of view and whose knowledge are an invaluable help and enrichment for students," Mr. Beretta said.

"It is meant to grow them in their work path as they are an inexhaustible source of ideas and innovation."