

RETAIL

# Tod's reenters Madison Avenue scene with renovated flagship

November 21, 2023



*The 650 Madison Avenue store features a fresh entryway. Image courtesy of Tod's*

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Tod's** is reopening a prime brand shopping center in New York City.

Following a period of closure and extensive renovation project, the maison's 650 Madison Avenue floorplan now spans more than 2,400 square feet. Setting up shop at the address more than 20 years ago, Tod's retail update pulls decor codes from a quintessential Italian lifestyle, modernizing interiors and adding personalization options to the client experience.

## Retail refresh

Inclusive of Tod's latest holiday assortment, the space stocks men's and women's ready-to-wear, accessories and footwear collections.

The store also now houses the exclusive customization service "My Di Bag," allowing Di Bag buyers to put their very own touches on new purchases, integrating initials or special lettering in select colors on-site.

A complete refresh supports the luxury array.



*Vintage furniture and neutral hues fill the renovated flagship. Image courtesy of Tod's*

Natural light filters throughout, thanks to 14-foot-tall windows that bath white travertine floors, illuminating the space while Pietra

Grigia di Vicenza stone wall stone panels frame Tod's products with a textured neutral background.

Consumers are greeted at the boutique's entrance with floor-to-ceiling bookcase-style displays, the home base's ample seating areas remaining within view.

Antique armchairs created by late Italian designer Corrado Corradi dell'Acqua, and sofas reupholstered in Tod's signature Vacchetta leather and fabric finishes complement the latter.



*The store now houses an exclusive handbag customization service. Image courtesy of Tod's*

Adjacent to many other new Madison Avenue lessees of late ([see story](#)), the Tod's storefront is open from 10 a.m. to 6 p.m. daily.

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