

APPAREL AND ACCESSORIES

Tod's, Lamborghini launch first footwear collection

January 10, 2024



A special Pitti Uomo event at the historic Stazione Leopolda in Florence helped mark the launch of Tod's for Automobili Lamborghini. Image courtesy of Tod's

By LUXURY DAILY NEWS SERVICE

Italian automaker Lamborghini and Italian fashion label Tod's are continuing to celebrate Italian excellence.

Launching Jan 10., the partners are out with a fresh round of limited-edition footwear, a first from the bespoke shoe brand and luxury automaker. A special Pitti Uomo event hosted in the companies' home country helped extend the reach of the "Tod's for Automobili Lamborghini" collection worldwide.

Tod's x Lamborghini now live

Tod's classics have been reimaged via a new release, introducing the styles in the same bright livery shades often found on models such as the Lamborghini Revuelto.

Made of calfskin leather, one contemporary take on a tried-and-true closet staple features rubber pebbles characteristic of the Gommino on the outsole and heel, applying the automaker's codes to the color combinations.

The car manufacturer's logo replaces a stamped Tod's monogram on the loafer's back shell in a primary design update. Otherwise, highly-saturated yellow, blue and green SKUs stand out.

Unveiling TOD'S FOR AUTOMOBILI LAMBORGHINI, an exclusive footwear Limited Edition which celebrates Italian excellence. Launching today with a special event at Pitti Uomo.

Discover more at: <https://t.co/koV6QsIK9l@Lamborghini#TodsXAutomobiliLamborghini#Tods#Lamborghini>
pic.twitter.com/Yfx9FRY7c

Tods (@Tods) [January 10, 2024](#)

A Tod's for Automobili Lamborghini sneaker is also available. Retailing for \$895, the entire men's and women's range can be purchased at tods.com.

Lamborghini and Tod's are repeat collaborators, having last touched base early last year to bring an apparel capsule to market ([see story](#)).

This time around, the pair are taking the engagement a few steps further, hosting a live launch event at the historic Stazione Leopolda in Florence. According to a statement, this is the first collection in a series of projects that will evolve to include leather goods and ready-to-wear collections.

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