

James Lane

Alex & Michael Toccin

by JESSICA MACKIN-CIPRO



Husband and wife team Alex and Michael Toccin met 18 years ago. After moving to New York and establishing individual careers in fashion, they made the jump to working together. Each of their businesses served as the foundation for the next – they started with a digital platform, Stylist to a T, helping women talk about fashion and trends in an approachable way, which led to TOCCIN, their first collection, launched in September 2019. The direct-to-consumer brand is available at Toccin.com, as well as Saks, Neiman Marcus, and specialty stores.



We caught up with the Alex and Michael to learn more.

How did the two of you meet?

Alex: Michael and I met during our freshman year of college at George Washington University and hit it off instantly.

You started working together on a digital platform helping women talk about fashion and trends in an approachable way. Tell us about that.

Michael: We started our digital platform, Stylist to a T, to help women find the right medium between following trends and being comfortable with what they are wearing.

What inspired you to launch TOCCIN?

Alex: TOCCIN was launched through our daily conversations with women around us and following us. We wanted to create a line for the wants and needs of these women looking for approachable clothing that was fashion forward.

With TOCCIN, you offer a designer aesthetic at an approachable price, inspired by the wants and needs of real women. Why are these elements of the business so important to you?

Michael: It was very important to us to create a line that was designer quality but a more approachable price. We wanted there to be a line for women to look and feel as good as they would in the high-end designer pieces.

You describe your brand as being community-first. Talk a little about the importance of this.

Alex: Our brand is focused deeply on our community because it started with our Stylist to a T community. We create every piece with our followers and customers in mind.