

TOCCIN

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# Toccin, A Fashion Brand for Clean Aesthetics

by [Shay Siegel](#) in [Community](#), [Featured](#), [Spotlight](#)



Toccin Co-Founders Alex and Michael

Toccin is a lifestyle fashion brand started by the husband and wife duo, Michael and Alex Toccin, in 2019. Since they launched the brand, it has grown considerably as they add more and more to their line and collections each year with the support of their engaged fashion community in NYC, the Hamptons, and beyond.

Their mission is simple: to create clothing that helps women feel confident and stylish, while maintaining the importance of comfort when life is busy. With their brand-new fall collection out, there is no shortage of trendy essentials for sweater weather and jacket season. The couple spoke more about the mission behind Toccin, what sets their brand apart, especially in the Hamptons, and what they are looking forward to as they continue to grow.

## **What is the Toccin brand all about?**

Michael: TOCCIN, with a simple mission of creating fashion that would make women feel comfortable, confident, and stylish, and their collection of luxe cool staples—including everything from their signature dresses to streamlined knitwear and specialty statement pieces—does just that.

## **How did you each get your start in this industry?**

Michael: We met as college freshmen and have been bringing out the best in each other since. After moving to New York and establishing ourselves individually in the fashion industry. I worked with Oscar de la Renta, Zac Posen, and KaufmanFranco, while Alex honed her press + marketing skills at fashion industry mainstays like Ralph Lauren and Theory—we decided to build our own digital hub giving women a place to discover and discuss trends and fashion in an approachable, authentic way.

## **What led you to pursue the launch of the Toccin brand together?**

Michael: Our hyper-engaged community, @alexandmichaeltoccin, inspired our first collection, Toccin. Since the first season, Toccin has evolved from classic-meets-current dresses + jackets to a fully developed lifestyle collection, including everything from rich knitwear to skirts, trousers, and perfect tees, tanks, and blouses. Each piece is wear-tested by Alex to ensure it feels as good as it looks and is in line with our signature put-together aesthetic. Being full-time parents and entrepreneurs means every day is different—and we enjoy sharing a look into what our life is really like through our personal channel, @alexandmichaeltoccin.

## **What is your creative process like when you come up with new ideas, designs, etc.?**

Michael: I get inspired by all the women around me and from all the amazing women I see on social media. We design clothes for everyday women on the go so it's important to get inspiration from those around you. They are who inspire me each and every day and push us to create clothing that make you feel comfortable, confident, and stylish!

**Do you have any favorite projects or pieces you have worked on over the years that have stood out?**

Alex: When we launched Toccin in September 2019, we were strictly focused on woven dresses and jackets. It has been so exciting for me to watch our Toccin collection expand over the past four years into so many more categories including knitwear (my favorite), blazers and jackets, and tee shirts.

**What is the most rewarding aspect about being in this industry, and do you a favorite accomplishment to-date?**

Alex: The most rewarding accomplishment to-date is seeing and hearing from your customers about how much they love the products that we are designing and creating. We strive to have women feel their best in what they are wearing every single day.

**What sets Toccin apart from other fashion brands, and furthermore, from other fashion brands in the Hamptons?**

Michael: In the Hamptons you generally see a lot of florals and bohemian dresses. The aesthetic of the TOCCIN brand embodies clean lines and intriguing details that add that extra touch of flair to your look—because, after all, it's all about the details!

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**How would you describe the style of Toccin fashion?**

Michael: Toccin creates timeless clothing which allows you to wardrobe yourself from 9:00 AM to 9:00 PM! Our clothing has a contemporary aesthetic which is tailored and polished.

**Do you have a favorite type of clothing or look to create and/or wear?**

Alex: I love a great knit set, either a tank and cardigan or a knit dress with a matching topper. I am also really excited about all of the new Toccin pieces coming out for the fall, including amazing cardigans, new tee shirts, and really fun and fashionable jackets.

**Do you have any favorite pastimes on the East End?**

Michael: When we go to the Hamptons it is all about relaxation and spending quality time with family and friends! Our kids love playing in our backyard, beach days, and boat rides. We love shopping, going out to dinner, and going to the beach.

## Does your location influence your designs?

Alex: Absolutely, we are always dressing for the location and the occasion. We are all about being Styled to a T and it truly makes you feel confident in what you are wearing.

For more information and to check out some of Toccin's stylish, sophisticated, and cozy collections, including their new fall collection, visit <https://toccin.com>.