



## **TOD'S REOPENS ITS FLAGSHIP IN LONDON AT 2-5 OLD BOND STREET**

THE NEW TOD'S LONDON FLAGSHIP BOUTIQUE OPENS, MORE THAN DOUBLING IN SIZE TO 6000 SQUARE FEET OVER THREE FLOORS, WITH SIGNATURE VACCHETTA LEATHER WRAPPED STEEL ATRIUM.

WITH THROUGH WINDOWS, THE LIGHT FILLED OPEN SPACE REPRESENTS THE NEW CONCEPT OF TOD'S STORES WORLDWIDE: REFLECTING THE CONTINUOUS PHILOSOPHY OF THE BRAND, EACH BOUTIQUE IS EXCEPTIONAL DUE TO THE UNIQUE DETAILS PERTINENT TO THE CITY.

THE DECOR OF THE LONDON BOUTIQUE IS LINEAR, PARED AND ELEGANT IN LINE WITH THE BRANDS IMAGE WORLDWIDE. SILVER AND TAUPE SADDLESTITCHED LEATHER PANELLED STEEL VITRINES, SUSPENDED SHOWCASES AND HIGH-GLOSS CEILINGS WITH TRAVERTINO MARBLE FLOORS EVOKE AN EASY, RELAXED LUXURY SYNONYMOUS WITH BOTH THE BRAND AND CITY. A HAND STITCHED SIGNATURE VACCHETTA LEATHER CLAD BALUSTRADE AND GLASS DIAMETRICS CIRCUMNAVIGATES THE ATRIUM EXPANSE WITH SWEEPING STAIRCASE OF TIMOS MARBLE.

LAUNCHING WITH THE AW16/17 COLLECTIONS, THE NEW LONDON BOUTIQUE WILL HOUSE THE FULL MENSWEAR AND WOMENSWEAR COLLECTIONS INCLUDING SHOES, BAGS, SMALL LEATHER GOODS AND ACCESSORIES ALONGSIDE READY TO WEAR, REGULAR LIMITED EDITION COLLECTIONS AND SPECIAL CUSTOMISATION SERVICES.

TOD'S HALLMARK DOUBLE-T LOGO FEATURES THROUGHOUT; FROM ENTRANCE DOORS IN BRUSHED ROSE METAL TO DOUBLE-T BAGS, LOAFERS AND GOMMINI FOR WOMEN. TO CELEBRATE THE LONDON OPENING A SET OF 5 UNIQUE TATTOOED DOUBLE-T MESSENGER BAGS IN SIGNATURE VACCHETTA LEATHER TAKE CENTRE STAGE. EACH INDIVIDUAL PIECE UNITED BY WAY OF CRAFTSMANSHIP, ART AND A TOUCH OF GLAMOUR.

FOR MEN, THE LEO CLAMP IS KEY. THE DISTINCTIVE CLAMP ACCESSORY EXTENDS FROM GOMMINO AND LOAFER TO BELTS AND ACCESSORIES. THE GOMMINO SNEAKER IS A STRONG ADDITION TO THE RANGE WITH THE SYMBOLIC GOMMINO DETAIL, ENRICHING THE SNEAKER COLLECTION. THE READY TO WEAR FOCUS FALLS ON ULTRA LIGHT PASH LEATHER DOWN JACKETS.

THE TOD'S GROUP IS A LEADER IN THE LUXURY LEATHER GOODS INDUSTRY WITH TOD'S, HOGAN, FAY AND ROGER VIVIER UNDER THE TOD'S GROUP UMBRELLA. FOUNDED AS A SMALL SHOE FACTORY IN CASETTE D'ETE IN THE EARLY 1940'S, TOD'S EPITOMIZES TRUE ITALIAN STYLE WITH A FOCUS ON CRAFTSMANSHIP. ALL TOD'S PRODUCTS ARE ENTIRELY MADE IN ITALY, A DISTINCTIVENESS THAT HAS KEPT CLIENTS LOYAL THROUGHOUT GENERATIONS. REFINED, UNDERSTATED LUXURY, IMPECCABLE TASTE AND ENVIABLE QUALITY ARE THE KEY SIGNPOSTS TO EACH AND EVERY TOD'S PIECE.

BY END 2016, TOD'S DISTRIBUTION NETWORK WILL INCLUDE 5 BOUTIQUES IN THE UK (INCLUDING SHOP IN SHOP AT HARRODS AND SELFRIDGES) AND 250 TOD'S STORES AROUND THE WORLD (note: Tod's DOS are only 150 – 250 includes DOS, Franchises and DEV).