



TOD'S NO_CODE

#TODSNOCODE

Outside rules, inside innovation. There are no deadlines, seasons aren't followed, limits don't exist: **Tod's No_Code** means freedom and experimentation.

Tod's No_Code is the label with which Tod's breaks with convention and dictates new habits for people who enjoy the luxury of independent choice. Artists, sports people and designers will interpret the dynamic universe of **Tod's No_Code**, with accessory capsules, complete collections or one-off pieces, elaborating the avant-garde aesthetic of a workshop of pure research, beyond the Brand's traditional codes.

Tod's No_Code adopts the most independent of lifestyles. A line dedicated to the cosmopolitan who travels the world in a T-shirt and blue jeans, No_Codes on his feet - on a motorbike, wind in his hair.

July 2018. Tod's No_Code – product

The first encounter with the world of #todsnocode is the men's model in black leather and neoprene, the **Tod's No_Code Sneaker**, in all Tod's boutiques from July.

In line with the philosophy of this outside-the-box label, the project will be launched in virtual mode. The form and details of the **Tod's No_Code Sneaker** will be previewed in a video, preceded by a countdown, on the evening of 17 June at Garage Italia in Milan.

October 2018. Tod's No_Code & Garage Italia

Garage Italia, the creative hub founded and directed by Lapo Elkann, will collaborate to create a TODS No_Code product. The quality of this Tod's style will be customized, at the highest level.

It's the coming together of two Italian industries of excellence, the first creative challenge going beyond all the rules of design, with **Tod's No_Code** collection on sale from October 2018 onwards.

Lapo Elkann officially started the Garage Italia project by opening the headquarters in Piazzale Accursio in Milan inside the former petrol station Agip Supercortemaggiore in 2017. It represents a new way to understand and to live the creative concept, with the precise aim to export it all over the world. The iconic building was restored according to Michele De Lucchi's drawing by aMDL studio and carried out by Paolo Castelli S.p.A.. Passion, creativity, design and excellence gather in the headquarters of the creative hub founded and directed by Lapo Elkann, that houses inside the bar and restaurant handled by Chef Carlo Cracco, with tailor-made décor realized by Cassina Contract in accordance with Lapo Elkann's creativity and Garage Italia Style Centre's suggestions. Garage Italia is able to develop projects, products and unique experiences for brands, businesses and private customers. The contamination of styles and languages, the crossing of borders between fashion, design and art industries underline the brand strategy that aims to redesign the "tailor-made" concept. Garage Italia is not just a futuristic structure and a sharing space. One of the most important aspects of the location is that it is a real platform with the great ambition to be limitlessly replicated.

No _ Code



**WE ARE OUT OF FASHION, NOT BY DEFINITION.
WE ARE OUT OF FASHION BECAUSE WE CAN'T BE
CONFINED WITHIN IT.
WE GO BEYOND SEASONS, CREATING NEW STYLES
EVERY DAY, WE SEARCH NEW INFLUENCES,
WITH A COLLECTION DESIGNED BY
CREATORS FROM ANY INDUSTRY,
WE REINVENT RETAIL,
WITH HAPPENINGS THAT CAN BE SHOPPED.**

**WE CHALLENGE CODES BECAUSE
WE KNOW THEM BY HEART.**

**NEVER FOLLOWING.
NEVER ANTICIPATING, COMPROMISING
OR BEING THE SAME.**

WE ARE UNPREDICTABLE.

**THIS IS OUR CODE.
THIS IS **NO CODE.****