



## **Tod's Sloane Apartment**

**On September 15<sup>th</sup>, Tod's opens the doors to its *Sloane Apartment* during London Fashion Week with an exclusive cocktail.**

**A new boutique concept designed by architect India Mahdavi for the Sloane Street location in the heart of London - a new Tod's experience.**

A home from home and an invitation to enter in an ambience quite unlike traditional stores.

The high impact colour scheme of the interiors, touches of rich velvets and brass, elegant marble flooring evocative of Italian *Palazzi* and the powerful statement made by the bar on entrance - elements that together induce the sense of great warmth and welcome. To enter is to discover a one of a kind boutique nestled in the heart of London that lends itself to a laid-back, cosmopolitan and refined lifestyle.

The dynamic layout of the areas within *Tod's Sloane Apartment* have been specially designed, down to the smallest details, for world travellers and locals alike, citizens of the world who appreciate excellence and quality, even when sipping a little coffee served amidst the curves and colours of Mahdavi's interior design.

*Tod's Sloane Apartment* is the opening chapter of a story, to be told by exclusive establishments, in which Tod's will continue to experiment with its new boutique concept interiors - each especially tailored for every new location. Interiors to live in and not just pass through.

## **Tod's Sloane Apartment *Special Edition***

Exclusively for the opening, Tod's will present the colours and velvets of Tod's Gommino Bag signed by India Mahdavi.

A special limited edition of the iconic Tod's Gommino Bag, meeting Mahdavi's sensual design, presenting the soft color backgrounds with inserts and light contrasts, in a graphic game of leather and velvet.

A union of fashion and design, where Tod's Gommino Bag craftsmanship joins India Mahdavi's signature colors.

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