



No \_ Code

Hybridisation, a keyword which describes the movement of rushing towards the future. An agile and advanced universe, hybrid and fluid, originating in California, it has now dispersed all over the world. An avant-garde concept led by designers, visionaries and people who are inspired to harness their trade in a new vision.

To accompany this movement Tod's has created No\_Code, an innovation workshop dedicated to experimenters and those who feel themselves a part of this community to rewrite the contemporary world.

Tod's No\_Code moves seamlessly, transcending seasons, unrestricted by codes, combining the luxury of technology with high quality Made in Italy, examining the changes happening in contemporary society due to the rapid progression we are seeing in existing codes: the way we work, our interpersonal relationships and our ever-evolving clothing and style needs.

Having established its leadership in the field of research and development of raw materials and innovation, working with renowned Italian know-how, Tod's takes this path of experimentation to the highest level.

### **NO\_CODE X (Launch January 2020)**

After the unveiling of No\_Code 01 in November 2018, Tod's will launch No\_Code X in January 2020.

No\_Code shoes unite the classic Italian shoe and the informal sneaker, culminating in a flexible and versatile hybrid product made from the highest quality and Italian craftsmanship, whilst simultaneously carrying innovation forward.

The name "X" comes from a graphic reference, being a cross of two lines emphasising the hybrid spirit that is the basis of No\_Code: the "X" represents a strong typographic sign which signifies the connection between technology and craftsmanship.

After the launch of No\_Code 01, 02 and 03, all of which feature a tapered sole, the "X" introduces the "cassetta" family, Tod's version of a cup sole, into the No\_Code world.

### **NO\_CODE X: technical details**

The sole of the No\_Code X has been raised at the sides and appears chunkier, but despite the increase in its volume, the shoe weighs 10% less than the previous "No\_Code" models.

At the heel end on the inner sole of the "No\_Code X" there is a raised gommio pebble configuration which has been introduced to deliver an enhanced "cushion" effect which reduces the overall weight of the sole.

The upper part of the No\_Code X features a combination of knitted fabric and leather to deliver maximum ease in terms of fit, as well as an extra touch of Italian shape.

The silhouette recalls a sports car, the toe has been deliberately lowered to create an "aerodynamic effect", as if the shoe were about to "accelerate" like a racing car.

No\_Code X has the shape of a formal shoe: seen from above, its silhouette is tapered and elegant.

### **YONG BAE SEOK: No\_Code Designer**

Tod's entrusted the No\_Code project to Korean designer Yong Bae Seok, who translated the Tod's No\_Code philosophy into his designs.

Yong Bae Seok is an industrial designer born in Seoul, South Korea, and based in Europe. Yong completed his degree at Hansung University in Seoul, then he moved to Italy to continue his education at the IED in Turin where he received his master's degree in industrial design.