



## #TODSxMRPORTER

**June 2017 – MR PORTER**, the award-winning online destination for men's style, is pleased to launch an exclusive high Summer 2017 capsule collection 'Tod's X Mr Porter' with iconic Italian label, **TOD'S**. The refined collection of footwear and seasonal vacation wear is comprised of **27 pieces** and has been designed by TOD'S Menswear Creative Director, Mr Andrea Incontri.

The collection is rooted in the brand's renowned leather Gommino – TOD'S quintessential driving shoe and vacation essential – and stems into an all-encompassing, summertime capsule of ready-to-wear pieces that encapsulate the MR PORTER and TOD'S man. The collection consists of a relaxed and effortlessly stylish colour palette of bright blues, reds and whites across a range of ready-to-wear, accessories and shoes. Key pieces in the collection include an updated version of the Gommino in a variety of colours; timeless and luxurious suede bomber jackets in various shades of blue; a beautifully crafted suede leather tote with rubber pebble detailing at the edges; and a range of printed swim shorts with co-ordinating statement camp collar shirts, reminiscent of a 1950's pool party in Italy.

The exclusive collection launched globally on MR PORTER on the **13<sup>th</sup> June 2017** followed by a dedicated story on the capsule in the *Italian Issue* of *The Journal* on the **15<sup>th</sup> June**. To mark the launch, MR PORTER and TOD'S will also celebrate the collection with a co-hosted poolside reception at the famous Villa Necchi Campiglio during the Milan men's week shows.

*"Since launching the TOD'S ready-to-wear business in 2015, we have wanted to work on an exclusive collection to celebrate the brands Italian roots and give our customer a collection which exudes the Mediterranean summertime, which Andrea has done so wonderfully. TOD'S is one of the most time-honoured luxury houses, and we're thrilled to be continuing this great partnership, giving our global customer base something special which they can't find anywhere else."*

### **Fiona Firth, Buying Director at MR PORTER**

*"It's exciting to collaborate once more with MR PORTER to create this special TOD'S capsule collection. Unparalleled in the market, MR PORTER is a global platform featuring the most interesting of the best in each category for the man who is already knowledgeable and confident in his opinions. With a common thread in brands, drawing together fine quality, craftsmanship and creativity, MR PORTER has the confidence of their already exceptionally savvy clients to venture beyond their norm - the TOD'S man as such both now and future."*

### **Andrea Incontri, Menswear Creative Director at TOD'S**

[www.mrporter.com/en-gb/mens/designers/Tods](http://www.mrporter.com/en-gb/mens/designers/Tods)

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## **About TOD'S**

Founded as a small shoe factory in Casette D'Ete over a century ago, 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. The signature TOD'S Gommino, with its trademark 133 rubber pebbles on the sole, was borne in the late 1970's and rapidly became the go-to luxury moccasin on an international level. On November 6<sup>th</sup> 2000, the Group was listed on the Milan stock exchange. In 2013, TOD'S introduced a full ready to wear women's collection and in 2014 the brand launched a full ready to wear wardrobe for men. Today, TOD'S distribution network includes 178 DOS and 82 franchise stores around the world.

[www.tods.com](http://www.tods.com)

(Instagram : @tods / Facebook : tods / Youtube : tods / WeChat: todsofficial)

## **About MR PORTER**

MR PORTER launched in February 2011. It has since established itself as the award-winning global retail destination for men's style, with an unparalleled product offering from the world's best menswear and luxury brands – including Saint Laurent, Prada, Gucci, Tod's, Brunello Cucinelli, Ermenegildo Zegna, Moncler, Acne Studios, APC, Kingsman, Tom Ford, Common Projects, IWC Schaffhausen and Bremont. MR PORTER complements its best-in-class menswear with ever-growing, industry-advancing categories, such as fine watches, grooming, performance, sport, tech and lifestyle. Additionally, MR PORTER publishes unmatched content through its weekly shoppable digital magazine, *The Journal*, its bimonthly newspaper, *The MR PORTER Post*, and its bite-sized, several-times-a-day digital news source, *The Daily*, all powered by [MRPORTER.COM](http://MRPORTER.COM). MR PORTER video content is also streamable and shoppable from its very own Apple TV app. MR PORTER champions unparalleled customer service with express worldwide shipping to more than 170 countries, including same-day delivery to New York and London and next-day delivery to the UK, US, Germany and France, a seamless shopping experience across mobile, tablet, desktop, email and telephone, signature white and black packaging, easy returns and a multi-lingual customer care and personal-shopping team who are available 24/7, 365 days a year.

[www.mrporter.com](http://www.mrporter.com)

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