



TOD'S & MR PORTER HOST A SUMMER POOL PARTY

WHERE: *Villa Necchi Campiglio*, Milan, Italy

WHEN: Saturday 17th June – 6:00-8:00pm

WHAT: TOD'S, the Italian luxury brand and MR PORTER, the award-winning global retail destination for men's style, co-hosted a summer pool party to celebrate the launch of the TOD'S x MR PORTER exclusive capsule collection.

Transported to the 1950's, the Villa Necchi was an oasis of easy poolside glamour with lifeguards watching over from co-branded high chairs. The historic pool was filled with colorful Gommini pool balls whilst models lounged over aperitivo dressed in the TOD'S x MR PORTER exclusive capsule collection.

The holiday spirit was complete with DJ Graziano della Nebbia on decks as the sun went down.

WHO: Over 300 guests attended, including UK and International press, VIP's, celebrities and influencers. Notable guests included TOD'S Chairman & CEO **Diego Della Valle**, TOD'S Vice President & CEO **Andrea Della Valle**, YOOX NET-A-PORTER Group CEO **Federico Marchetti**, MR PORTER Managing Director **Toby Bateman** with **Johannes Huebl**, **Barnaba Fornasetti**, **Giovanni Gastel**, **Marco Mengoni**, **Matthew Zorpas**, **Ed Kavishe**, **Linda Tol**, **Kadu Dantas**, **Raphael Simacourbe**, **Kadu Dantas...**

MENU:

- ❖ Martini cocktail with olive & lemon zest
- ❖ Genziana spritz with orange slice (*Genziana flower spirit, prosecco wine & soda*)
- ❖ Garibaldi with orange zest
- ❖ Italian Spumante
- ❖ Mango, pineapple & ginger juice
- ❖ Parmesan DOP matured for 24 months
- ❖ Spiced almonds
- ❖ Pizzette

The TOD'S x MR PORTER 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 exclusive collection launched globally on [MR PORTER](#) on 13th June 2017 followed by a dedicated feature story published in the Italian Issue of [The Journal](#) on the 15th June.

Click here to download hi-res imagery from the event.

For more information please contact:

TOD'S - Oscar Napolitano, O.Napolitano@todsgroup.com | Elaine Sullivan, E.Sullivan@todsgroup.com
MR PORTER – Michael Krueger, Michael.Krueger@mrporter.com | Katerina Armenakis,
Katerina.Armenakis@mrporter.com

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 6th 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

(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. 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

(Instagram : @mrporterlive / Facebook : #mrporterlive / Wechat:MRPORTERLIVE)