



POP UP “SELLA”

Paris, 2nd October - The pop up installation dedicated to the new *Sella Bag* is as dynamic as the movement of galloping horses, sublime interpreters of luxury and freedom. Tod's Sella Bag, presented Monday evening, in a customized scenario, at the brand's Faubourg Saint Honore' boutique, is the new must-have for Autumn-Winter 2017/18.

Bridles and reins, buckles and hurdles, framed race horses, powerful figures in leather that surrounded guests over cocktails to celebrate this iconic style in all sizes and variations, in a modern urban atmosphere.

In coloured pony calf, or graphic tricolor matelassé, distinctive curves, the signature of the Sella Bag, honour the equestrian world and the elegance of its details. The characteristic seamlines are a sign of a contemporary and ironic style, focusing on the quality of materials and Hand-Made.

The latest chapter of timeless elegance in the continuous experimental evolution of Tod's.

Guests included: Naomi Campbell, Olivia Culpo, Chriselle Lim, Danielle Bernstein, Eleonora Abbagnato, Zanita Whittington, Giovanna Battaglia, Derek Blasberg, Faye Tsui, Francisco Lachowski, Denni Elias, Adenorah, Caroline Daur, Sophia Macks, Ed Kavishe.

**Tod's Boutique
Paris**

17-21 Rue du Faubourg Saint-Honoré

75008, Paris

www.tods.com

