



## **TOD's X Barneys New York Capsule Collection**

### ***#ItalianInspiration***

**New York – March 15<sup>th</sup>, 2018** - Italian Luxury brand Tod's partners with Barneys New York on a curated capsule collection launching on March 15th. This marks the first time Tod's will be distributed at select Barneys New York locations nationwide and on Barneys.com.

Eight signature Tod's handbag styles from the Spring-Summer 2018 collection - the Tod's Sella, Tod's Wave and the Gommino bag - will be available in exclusive materials and colors.

In addition, Tod's will present a special trunk show displaying the brand's Spring-Summer 2018 ready-to-wear collection for two weeks.

In celebration of this women's capsule, Barneys New York along with Blake Lively & Tod's President Diego Della Valle will host an exclusive cocktail party and intimate dinner at Fred's. To honor Tod's mastery of true Italian craftsmanship, the artisans from the company's headquarters in Casette D'Ete will be flown in showing the intricate creation of a Tod's iconic handbag.

Notable guests expected to attend are Naomi Watts, Richard Gere, Anh Duong, Martha Hunt, Sophie Auster, Clairborne Swanson Frank, Jessica Joffe, Dorian Grinspan, amongst others.

### **ABOUT TOD'S**

Tod's is the story of three generations of style and good taste, beginning in early 1900 as a small shoe factory started by Diego Della Valle's grandfather, Filippo, in Casette D'Ete (Ascoli Piceno). In the 1970s, Diego Della Valle expanded his family's business and retained the handmade manufacturing process—producing high-quality shoes and leather goods with styles that have become icons of modern living.

Tod's first received worldwide recognition in late 1970 with the creation of the "Gommino" driving shoe, identified by 133 pebbles on the sole. The introduction of the Tod's handbag collection in 1997 reflected the spirit, quality and design of the Tod's shoe collection and catapulted the brand into what is now known as one of the most successful companies in the world of luxury accessories.

All Tod's products are entirely hand-crafted in Italy with highly skilled techniques—a peculiarity that distinguishes the brand and attracts customers who appreciate true Italian craftsmanship.