



TOD'S NO_CODE EVOLUTION SHOE + SNEAKER = SHOEKER

THERE IS A MOVEMENT RUSHING TOWARDS THE FUTURE, AN AGILE AND ADVANCED UNIVERSE, HYBRID AND FLUID, ORIGINATING IN CALIFORNIA IT HAS NOW REACHED SCANDINAVIA EN ROUTE TO WORLDWIDE DIFFUSION. AN AVANT-GARDE LED BY DESIGNERS, PLANNERS, VISIONARIES AND ALL WHO ARE INSPIRED TO HARNESS THEIR TRADE TO A NEW VISION.

TO ACCOMPANY THIS MOVEMENT OF THOUGHT TOD'S HAS CREATED NO_CODE, AN INNOVATION WORKSHOP DEDICATED TO EXPERIMENTERS AND ALL THOSE WHO FEEL THEMSELVES A PART OF THIS COLLECTIVE TO REWRITE THE RULES. TOD'S NO_CODE MOVES WITH FLUIDITY AND ELASTICITY, TRANSCENDING SEASONS, UNBRIDLED BY CODES, COMBINING THE LUXURY OF TECHNOLOGY WITH HIGH QUALITY MADE IN ITALY, AS SEEN IN THE VIDEO PRESENTED ON 14TH NOVEMBER IN MILAN, AT THE OFFICINE MECCANICHE DI RIVA CALZONI. AN EVENING DESIGNED TO EXPLAIN THE PHILOSOPHY OF TOD'S NO_CODE AND ITS PRODUCTS, WITH THE HELP OF VISIONARIES WHOSE EXPERIENCES ARE IN SYNC WITH THE NO_CODE MINDSET.

AN INTERVIEW WITH CHRIS BANGLE, CHIEF DESIGNER AT BMW GROUP FOR 20 YEARS, AND A CONVERSATION WITH DESIGN CURATOR ANGELA RUI, DIRECTOR OF THE 2017 LJUBLJANA DESIGN BIENNIAL, FOCUS ON CHANGES IN SOCIETY WHILST PROVIDING A BROAD VIEW OF THE NO-CODE PROJECT AND ITS STREAM OF THOUGHT.

HAVING ESTABLISHED ITS LEADERSHIP IN THE FIELD OF RESEARCH AND DEVELOPMENT OF RAW MATERIALS AND INNOVATION, WORKING WITH UNDISPUTED KNOW-HOW, TOD'S TAKES THIS NEW COURSE OF EXPERIMENTATION TO THE HIGHEST LEVEL.

NO_CODE. SHOEKER

NO_CODE PRESENTS SHOEKER.

A NEW PRODUCT PHILOSOPHY THAT SPRINGS FROM THE MARRIAGE OF SHOE AND SNEAKER USING THE HIGHEST CRAFT QUALITY AND TECHNOLOGICAL INNOVATION. A THIRD WAY IN WHICH TOD'S IS REVOLUTIONISING WAYS OF MOVING IN THE WORLD. A HYBRID THAT COMBINES THE FINEST CHARACTERISTICS OF EACH, CARRYING INNOVATION FORWARD, EMBODIED ALSO IN A NEW PRODUCT.

THE NO_CODE SHOEKER GOES BEYOND STYLISTIC CODES TO MAKE IT PERFECT AT ANY TIME OF DAY. NEW MATERIALS AND TREATMENTS RESULT IN AN UNPRECEDENTED LIGHTNESS AND A CLEAN AND ESSENTIAL DESIGN, USING THE FINEST QUALITY LEATHER, OF COURSE. SHOEKER IS THE NEW MARK OF BELONGING IN A WORLD WHERE HIGH INTENSITY MEETINGS FADE INTO LONG WEEKENDS, WHERE WHATEVER THE EVENT, TIME OR SEASON, IS ALWAYS BUOYED UP BY FREEWHEELING YET IMPECCABLE QUALITY.

SHOEKER/02 CREATOR: YONG BAE SEOK

TOD'S ENTRUSTED THE NO-CODE SHOEKER/02 PROJECT TO KOREAN DESIGNER YONG BAE SEOK, THE FIRST DESIGNER OF THE NEW FOOTWEAR CATEGORY, CALLED UPON TO INTERPRET THE PHILOSOPHY OF TOD'S NO_CODE PRODUCTS.

THE SHOEKER/02 HAS A SOLE OF EXPANDED RUBBER, A SPECIAL BLEND THAT STABILIZES EVERY STEP, AND UPPERS MADE OF LIGHTWEIGHT LEATHER AND NEOPRENE OR CROSSED BY BANDS OF SPECIAL KNITTED FABRIC SIGNATURED BY THE ICONIC LACING.

#TODSNOCODE