



presents

MY LIFE IS IN THIS BAG

Four stars celebrate Tod's D-Styling: one bag, one city, four points of view.

A journey in a woman's world, through the eyes of four contemporary icons.

In a series of short films shot by Tod's in Milan, we meet top model Irina Shayk, Chinese actress Maggie Jiang, Korean Actress Eun-Chae Jung and Japanese actress Nana Eikura and discover some of their intimate secrets.

Tod's explores the most private of relationships, that of every woman with her bag, in this case the D-Styling, which the stars open up for us, revealing the various facets of their personalities, as different as the places and cultures from which they originate.

Out of the D-Styling, in a very personal display against a metropolitan setting, pour out objects of the heart, of day-to-day life, framed by images of Milan.

The D-Styling is an evolution of the D Bag, the most iconic of Tod's bags, loved by Lady Diana.


An ongoing process of design, as smooth as its handcrafted leathers, to create an object of true quality and refined contemporary detailing.

The emblem of ultimate femininity, an object of desire to choose, wear and fill in keeping with one's personality. The bag opens and encapsulates secret worlds, and whose charm is waiting to be discovered by others.

Launches on Tods.com on 22nd March 2019.

#mylifeisinthisbag

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