



presents

MY RIDE

For summer 2019, Tod's presents "MY RIDE" featuring the iconic Gommino - the original driving shoe.

Tod's Gommino was created with the intention of combining classic Italian style with a beautifully crafted shoe that can be worn on any occasion. Its trademark is a sole covered with 133 rubber "pebbles", giving it its distinctive look. This casual-chic moccasin took inspiration from the driving shoes used in the 1950s and has been worn by those who cherish the quality of craft and time, while enjoying the freedom and adventure of life.

In a series of short films shot in New York, the project explores the idea of motion and begs the question, "What drives you?". Seen through the lens of health and wellness guru **Taryn Toomey**, restaurateur **Louis Levy**, artist **Richard Phillips**, actor **Tong Dawei** and model **Katrin Thormann**, each character expresses **their own clear passion through motion**. The call to action, **#FollowMyRide**, encourages audiences to also embrace their own path.

Wearing pale pink leather Gommino, Toomey is captured in her studio before she begins her weekly fitness class. Levy escapes the city on his motorcycle with his red suede lace-ups in tow. Dawei explores New York city wearing the denim shoe. Phillips is seen leaving his art studio wearing the navy suede shoe for a quick ride in his vintage Porsche. Thormann bikes through the streets of the West Village wearing beige suede Gommino.

The Gommino becomes a symbol of this mindset of freedom, letting go, and embracing one's own passion.

"My Ride" will launch on May 20 on www.tods.com.

#FOLLOWMYRIDE

WWW.TODS.COM

