



TOD'S NO_CODE CELEBRATES SEOUL AND ASIA

Tod's celebrates the beauty, speed, innovative and avant-garde Seoul by choosing the Korean city as a location for the launch of the Tod's No_Code project in Asia, and worldwide presentation of the No_Code Shoecker #03 created by Korean designer Yong Bae Seok.

TOD'S NO_CODE

Tod's has created No_Code, an innovative workshop dedicated to experimentation and those who are part of this collective whose aim it is to rewrite the rules.

Tod's No_Code moves with fluidity and elasticity, transcending seasons, unconstrained by codes, combining the luxury of Tod's craftsmanship with high quality technology, all Made in Italy.

TOD'S NO_CODE PRODUCT

Tod's No_Code created a new product philosophy that stems from the marriage of the shoe and the sneaker using the highest Italian craft and quality along with technical innovation. Tod's is revolutionizing the ways of moving in the world. Tod's No_Code is a hybrid that combines the finest characteristics, carrying innovation forward and also embodied in a new product.

SHOE+SNEAKER: SHOEKER. A NEW FOOTWEAR.

The No_Code Shoecker 01, 02 and 03 go beyond stylistic codes, to make the product perfect to wear 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. No_Code is a new mark of belonging in a world where intense meetings fade into long weekends, where whatever the event, time or season, is sustained by the freewheeling spirit and impeccable quality.

TOD'S NO_CODE KOREAN DESIGNER

Tod's entrusted the No_Code shoe project to Korean designer Yong Bae Seok, the first designer of this new footwear category. Yong is a fashion and industrial designer born in Seoul, Korea, who originally trained in the automotive world. Prior to devoting all his efforts to the footwear world, he worked as industrial designer in Turin, Italy, at Pininfarina.

Yong is the Tod's No_Code Shoecker 01, 03 and 03 creator, a hybrid project merging a shoe and a sneaker - fusing innovation, technology and Italian craftsmanship together.

