



TOD'S HAPPY MOMENTS BY ALBER ELBAZ

Can a pair of shoes make you happy?

Tod's makes you happy! Happy to be on time on your first job interview, to dance down the street, to match him and her on the wedding day, to receive Tod's as a birthday present; a happy family all together in Tod's.

Tod's is a part of your daily happy moments in life; it touches and energizes, speeding all the way to the heart. Tod's make you run faster to the destination you need to go: in style and ease.

New to Tod's family, Alber Elbaz has created a capsule collection calling it "Tod's Happy Moments by Alber Elbaz". Alber's starting point was the iconic and beloved Tod's driving shoe, capturing and transforming its true spirit for the next generation. Tod's Happy Moments illustrates the happiness Tod's brings at different times of the day or different moments of life.

Alber Elbaz gave his own spin to Tod's DNA, imagining new contexts for the driving shoes, making them aerodynamic, bright, unstructured or mounted on sneaker soles, swarming in logos or not.

Happy accidents do happen as Alber Elbaz found ways, by accident, to use neoprene for a dash of tech or using metallic finish for a sprinkle of shine. His idea of happiness is all encompassing, touching everything from the logo to the packaging, from shoes to bags and t-shirts. Happiness is contagious and immediate as joy should be.

Bringing happiness around the world, "Tod's Happy Moments by Alber Elbaz" will be unveiled in Paris at the beginning of July and will subsequently tour other international capitals, landing in the shops through two different in-season drops.

#TodsHappyMoments