



**TOD'S RELEASES BRAND'S SPECIAL MOVIE COLLABORATED
WITH KRYSTAL**

“ITALIAN JOURNEY”

Tod's launches “Italian Journey”, starring Korea's pop icon Krystal who has joined the Italian luxury brand for a special trip to Italy, interpreting Tod's world and its craftsmanship.

In the video, Krystal's journey starts from rendezvous with the artisan in Marche where Tod's headquarter is based at to Milan, the fashion capital of Italy and her whole journey comes to life with different aspects of Italian lifestyle but always following her very personal style.

This video signifies a special journey of Krystal experiencing the essence of Italian lifestyle. As celebrating a collaboration between the Korea's pop icon and Italian craftsmanship, the video shows vibrant and colorful combination with a full of graphical mood.

Following the teaser on November 2nd, the full version will be released on November 4th. Through the backstage photos, Krystal shows herself fully integrated into Tod's identity while enjoying Italian lifestyle.

“Italian Journey” online at <http://bit.ly/TodsItalianJourney>