



## **TOD'S CELEBRATES ITS FIRST FLAGSHIP IN VIENNA**

**VIENNA SEPTEMBER 14<sup>TH</sup>, 2017** – TOD'S CELEBRATES THE NEW FLAGSHIP BOUTIQUE IN VIENNA, WHICH OPENED ITS DOORS LAST MAY WITH A SIGNATURE VACCHETTA LEATHER WRAPPED STEEL ENTRANCE, WITH AN EXCLUSIVE COCKTAIL IN STORE AND A PRIVATE DINNER TO FOLLOW FOR SELECTED GUESTS FROM THE WORLD OF FASHION, ECONOMICS, ENTERTAINMENT TO LIST FEW OF THEM.

130 SQUARE METERS WITH TWO SEE THROUGH WINDOWS, THE LIGHT FILLED OPEN SPACE REPRESENTS THE NEW CONCEPT OF TOD'S STORES WORLDWIDE: REFLECTING THE CONTINUOUS PHILOSOPHY OF THE BRAND. EACH BOUTIQUE IS EXCEPTIONAL DUE TO THE UNIQUE DETAILS PERTINENT TO THE CITY.

THE DECOR OF THE VIENNA BOUTIQUE IS LINEAR, PARED AND ELEGANT, IN LINE WITH THE BRANDS IMAGE WORLDWIDE. SILVER AND TAUPE SADDLESTITCHED LEATHER PANELLED STEEL VITRINES, SUSPENDED SHOWCASES AND HIGH-GLOSS CEILINGS WITH TRAVERTINO MARBLE FLOORS EVOKE AN EASY, RELAXED LUXURY SYNONYMOUS WITH BOTH THE BRAND AND CITY. THE STAIRCASE IS OF TIMOS MARBLE.

THE NEW BOUTIQUE HOUSES THE FULL MENSWEAR AND WOMENSWEAR COLLECTIONS INCLUDING SHOES, BAGS, SMALL LEATHER GOODS AND ACCESSORIES, REGULAR LIMITED EDITION COLLECTIONS AND SPECIAL CUSTOMISATION SERVICES, INCLUDING THE MY GOMMINO WHICH ALLOWS YOU TO CREATE YOUR VERY OWN ICONIC GOMMINO.

FOUNDED AS A SMALL SHOE FACTORY IN CASSETTE D'ETE IN THE EARLY 1940'S, TOD'S EPITOMIZES TRUE ITALIAN STYLE WITH A FOCUS ON CRAFTSMANSHIP. ALL TOD'S PRODUCTS ARE ENTIRELY MADE IN ITALY, A DISTINCTIVENESS THAT HAS KEPT CLIENTS LOYAL THROUGHOUT GENERATIONS. REFINED, UNDERSTATED LUXURY, IMPECCABLE TASTE AND ENVIABLE QUALITY ARE THE KEY SIGNPOSTS TO EACH AND EVERY TOD'S PIECE LOVED BY INTERNATIONAL CELEBRITIES SUCH AS UMA THURMAN, ANNE HATHAWAY, NAOMI CAMPBELL, ALESSANDRA AMBROSIO, OLIVIA PALERMO, KARLIE KLOSS, NATASHA POLY, MICHAEL FASSBENDER, JUSTIN TIMBERLAKE, WILL SMITH, TOM HANKS AMONG OTHERS.

FOR THE OCCASION OF THE OPENING CELEBRATION, LIMITED EDITION STYLES WILL BE LAUNCHED: UNIQUE PIECES OF THE CLASSIC MEN'S WINTER GOMMINO IN BROWN LEATHER ALONG WITH WOMEN'S ICONIC SELLA BAG IN BLACK CALF SKIN WITH LEO PONY SKIN IN CONTRAST.

**TOD'S BOUTIQUE VIENNA**  
**GRABEN STRASSE, 17**  
**WWW.TODS.COM**  
**#TODSOPENING #VIENNA**