



TOD'S DEBUTS NEW "LIBRARY" BOUTIQUE AT HUDSON YARDS

New York, NY - May 9th 2019 - Tod's, the iconic Italian brand known for refined, understated luxury, has debuted its Library boutique in the Shops at Hudson Yards, New York's newest and most coveted destination for shopping, dining and culture. This marks the 14th U.S. boutique for the company, and the second in New York City.

Tod's Library is a 1,600 square-foot space dedicated to imparting the knowledge of the brand's soul to all who enter. This is evident from the moment one grasps the leather-clad handles of the soaring glass doors, and steps over the threshold into the boutique. It is an homage to natural materials and meticulous attention to detail, from the subtly veined Italian marble floors to the polished concrete walls, the rich teak shelving and spotless white travertine that covers every mirror-polished stainless steel table.

Vacchetta leather, used for decades by Tod's highly skilled artisans to craft a range of styles from the iconic Gommino moccasin to its legendary D-Styling bag, is employed generously throughout the space, covering walls, drawers and vertical trunks used for displaying the current season's must haves. An elegant bookshelf anchors the easternmost wall, acting as a showcase for a library of tools traditionally used in the production of fine leather goods, as well as the brand's iconic styles.

Tod's Library is the first example of a new boutique lay out, which combines the brand's DNA with its reference materials, in a warm and friendly atmosphere, giving great emphasis to the brand's iconic products specifically selected for this type of concept.

In the Tod's Library boutiques, the display of the products has been designed for a customer who is increasingly looking for multimedia, but still look for an atmosphere of elegance and quality. Ample space will be dedicated to iconic products, allowing endless choices and offering a Custom Made customization service, to create truly unique products.

To celebrate the opening, Tod's hosted an exclusive cocktail at Hudson Yards with a private dinner to follow.

Among the guests Naomi Watts, Richard Gere, Jessica Joffe, Alex Assouline and many more.

20 Hudson Yards, New York, NY 10001, USA

TOD'S

LIBRARY

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