

Tod's and Ferrari: Cars and Shoes A Luxury Marriage

Tod's announces that it has reached an important agreement with the prestigious automobile company, Ferrari, to produce a limited series of luxury products, from shoes to leather accessories.

Tod's, a brand that is synonymous with tradition and exceptional quality in the world of shoes and leather goods, could not fail to be a part of the creation of a driving shoe, which will undoubtedly draw the attention of the collectors of these brands and customers alike, people to whom exclusivity and exceptional quality is of imperative importance. These pieces will be produced in a numbered series and in the highest tradition of true craftsmanship.

The celebrated driving shoe is one of the products that contributed to making Tod's not only a well known brand, but a highly esteemed one in the world of luxury products and the shoes for Ferrari will be unmistakable and personalised.

These items will be distributed all over the world only through exclusive and selected channels and will be available in stores from November 2001.

For Tod's this prestigious agreement is yet another accomplishment for the world of luxury goods, and the world of quality and whim, which are intrinsic to the brand.

Milan, March 6th, 2001