



NET-A-PORTER.COM MR PORTER.COM

**NET-A-PORTER.COM & MR PORTER.COM TO BE THE FIRST
ONLINE RETAIL PARTNER OF TOD'S READY TO WEAR**

London, England (July 27th 2015) NET-A-PORTER, the world's premier online fashion destination for women, and MR PORTER.COM, the award-winning global retail destination for men's style, announce today their two season exclusive partnership with TOD'S Group as the first ever online partner retailers of TOD'S ready-to-wear. To date, TOD'S has distributed its ready-to-wear collections across the brand's international brick-and-mortar stores exclusively. Customers will be able to shop the womenswear collection globally from July 29, with the menswear landing on site September 8.

NET-A-PORTER will launch a curated assortment of ready-to-wear pieces, including leather outerwear from the runway, along with a selection of the label's signature accessories across footwear, bags and leather goods. The NET-A-PORTER selection encapsulates the essence of the FW15 collection, which is both sporty and sophisticated.

MR PORTER will launch an edited selection of FW15 ready-to-wear pieces, including suede and leather outerwear, tailored denim, wool knitwear, and luxury casualwear. MR PORTER will also be launching a new season offering of selected pieces from TOD'S signature footwear, leather goods, luggage, and accessories – these categories have been available on MR PORTER since the FW12 season.

"This prestigious partnership confirms NET-A-PORTER's position at the forefront of luxury, online retail. Since launching TOD'S accessories last year on NET-A-PORTER.COM we have seen an overwhelming response from our global customers who love the refined, understated style that distinguishes the TOD'S brand and I am confident the response to the ready-to-wear will be equally as positive." Sarah Rutson, Vice President of Global Buying, NET-A-PORTER.

"TOD'S is one of the most well-considered luxury brands around the world, known for its time-honored Italian craftsmanship, luxury leather goods and accessories, and we are thrilled to now be bringing TOD'S equally measurable menswear collection exclusively online to our global audience," says Toby Bateman, MR PORTER Buying and Sales Director.

"As a foremost innovative global online retailer, we are delighted to partner with NET-A-PORTER AND MR PORTER to launch our TOD'S ready-to-wear collections on line. The NET-A-PORTER and MR PORTER focus on quality, detail and the impeccable service they provide its client-base is very much in keeping with the TOD'S philosophy," says TOD'S Group General Brand Manager, Claudio Castiglioni. "NET-A-PORTER and MR PORTER have a very particular eye towards quality and an excellent merchandise selection combined with a 360 degree approach to the market – they anticipate and develop new ways of shopping that is exciting."

For additional information please contact:

TOD'S – Mariacristina Modonesi, m.modonesi@todsgroup.com | Lucia Cafarelli l.cafarelli@todsgroup.com

NET-A-PORTER – Sogole Honarvar, Sogole.Honarvar@net-a-porter.com | Tyler Psarras, Tyler.Psarras@net-a-porter.com

MR PORTER – Michael Krueger, Michael.Krueger@mrporter.com | Paul Watson, Paul.Watson@mrporter.com

About The NET-A-PORTER Group

THE NET-A-PORTER GROUP is home to the world's leading style destinations. With a team of over 2,500 people based across London, New York, Hong Kong and Shanghai, the multi-brand retailer and media group encompasses NET-A-PORTER.COM, the world's premier online luxury fashion retailer, THEOUTNET.COM, the most fashionable fashion outlet and MRPORTER.COM, the online destination for men's style. THE NET-A-PORTER GROUP's media division also publishes PORTER – an independent consumer magazine powered by NET-A-PORTER which is available on newsstands in over 60 countries and via www.net-a-porter.com and www.theoutnet.com

About TOD'S Group

The TOD'S Group is a leader in the luxury leather goods industry with TOD'S, Hogan, Fay and Roger Vivier under the TOD'S Group umbrella. Founded as a small shoe factory in Casette 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. The signature TOD'S Gommino, with its trademark 133 rubber pebbles on the sole, was borne in the late 1970's and rapidly became the go-to luxury moccasin on an international level. In 1997, the D-Bag was introduced as part of the first TOD'S bag collection. A classic, chic reflection of the expertise and design of TOD'S shoes. On November 6th 2000, the Group was listed on the Milan stock exchange. In 2013, TOD'S introduced a full ready to wear women's collection with Alessandra Facchinetti on board as creative director and in 2014 the brand launched a full ready to wear wardrobe for men. TOD'S distribution network includes 292 DOS and 94 franchise stores around the world.