



## **“The Art of Italian Shoemaking”: TOD’S Live Workshop Held at the Shanghai Expo’s Italian Pavilion**

Shanghai, 20 August 2010 – Visitors to the Italian Pavilion at the Shanghai Expo will be treated to a showcase of the ultimate in handcrafted Italian elegance, as Tod's, the luxury leather products brand, hosts “The Art of Italian Shoemaking”. Taking place in the area of the pavilion dedicated to Italian excellence, artisans from Tod's will showcase the unique Italian craftsmanship that links the country's past and present. The live demonstrations and a dedicated exhibition will be held from August 19<sup>th</sup> through to September 2<sup>nd</sup>, 2010.

Working from within Italian Pavilion's 'The Making Of' room, three Tod's craftsmen hailing from the Italian *Marche* region – home to the Tod's hand-made shoe factory, which is the largest of its kind in Europe, will demonstrate the brand's renowned creation process of hand-made shoes. Visitors will be able to see the entire process – from the cutting the leather, to the intricate hand-stitching and the final luxurious polishing – take place right before their eyes.

“We are delighted to feature Tod's in the Italian Pavilion; the exquisite craftsmanship and unique style for which the brand is known beautifully parallels the essence of the Italian lifestyle,” commented Mr. Beniamino Quintieri, the Commissioner General of Italy for the Shanghai World Expo 2010. “The common thread throughout the Italian Pavilion and the reason for continued Italian excellence in fashion and design is precisely our ability to balance form and function, creativity and elegance, art and science.”

Tod's iconic “Gommino” shoes combine traditional Italian style with pure comfort that can be worn for any occasion. Originally inspired by the chic 1950's 'driving shoe,' the Tod's “Gommino” offers the highest quality leather, trademark soles made of 133 rubber pebbles and hand-stitching by the most skilled craftsmen.

From its conception, this fashionable first-class driving shoe has been immensely popular, with loyal fans in the worlds of royalty, politics, Hollywood, supermodels and sports stars.

Tod's “Art of Italian Shoemaking” highlights the coveted Italian tradition of pure craftsmanship, which is at the heart of the brand's essence and central to the idea of “Made in Italy”.

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