

ITALIA
expo shanghai 2010
上海世博会意大利馆

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30 Lucky Visitors to the Italian Pavilion Win Gifts from TOD'S

(Shanghai, September 8, 2010) The TOD'S exhibition – 'The Art of Italian Shoemaking' – held within the Italian Pavilion's "The Making Of" Laboratory at the Shanghai World Expo has concluded successfully. Beyond showcasing the excellence of Italian craftsmanship, it also made 30 lucky visitors very happy. The visitors, who were chosen by lucky draw, received gift tokens to be used in TOD'S boutiques in Shanghai. On entering the pavilion, they received a warm welcome from the Pavilion Director, Mr. Ernesto Miraglia and TOD'S management team. They had the pleasure of receiving VIP treatment and personally getting to know the artisans of the laboratory. For fifteen days, TOD'S craftsmen made the brand's famous moccasins with rubber tips onsite, before thousands of visitors at the Italian Pavilion. They demonstrated the importance of hand-crafted work and selection of materials—the foundations for any acclaimed brand's philosophy of producing high-quality and elegant products. Following the appearance of TOD'S, yet another renowned brand that embodies the Made in Italy concept – Frette – is now on display within "The Making Of" laboratory. Showcasing the art of the embroidery, artisans from Frette will amaze Chinese audiences with the intricate skills used to create its famous linens.

Picture 1:

The first visitor chosen in the Italian Pavilion uses her voucher in the Shanghai TOD'S boutique.



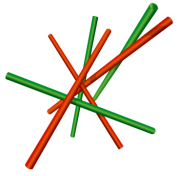
Picture 2:

The lucky visitor who visited the TOD'S workshop, accompanied by Mr. Edoardo Vittucci, Country Operation Manager & Financial Controller of TOD'S (second from left), and Mr. Ernesto Miraglia, Director of the Italian Pavilion (first from left).



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