

APPAREL AND ACCESSORIES

## Tod's examines Silicon Valley lifestyles in photography book

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*Tod's Silicon Valley No\_Code Life was photographed by Ramak Fazel. Image credit: Tod's*

By LUXURY DAILY NEWS SERVICE

Italian fashion label Tod's is exploring the culture of Silicon Valley through a new book as part of its ongoing "No\_Code" project.

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Launched several years ago, No\_Code is an intersectional project from Tod's that explores the connections between technology and Italian craftsmanship. Now, in partnership with publisher Rizzoli, Tod's No\_Code has released a photography book examining life in Silicon Valley.

Tech life

*Silicon Valley No\_Code Life*, described as a "visual essay," was shot by Iranian American photographer Ramak Fazel. Silicon Valley is a California region known worldwide a center for innovation and is home to several major technology companies.

In the tradition of observational photography, Mr. Fazel captures everyday life in a unique place where digital progress and American counterculture meet. His photography goes beyond the Big Tech companies to show where and how residents of Silicon Valley live, from their homes to their favorite restaurants.

*Tod's explores the dichotomies found in Silicon Valley*

To promote *Silicon Valley No\_Code Life*, Tod's has also debuted a behind-the-scenes video and microsite.

Priced at \$60, the trade paperback is now available on online through Rizzoli and Amazon. Other projects from Tod's No\_Code include art exhibitions, brand collaborations and capsule collections.

Chasing after the latest trend may be appealing for luxury marketers in an ever-changing world, but doing so can risk the loss of a brand's core identity.

For Diego Della Valle, chairman and CEO of Tod's, luxury brands' strengths lie in their legacy and the heritage they build up over many years. Speaking at the Financial Times Business of Luxury Summit in 2018, Mr. Della Valle warned that brands can dilute that legacy if they reinvent themselves too drastically and too frequently ([see story](#)).

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