

INTERNET

Tod's calls in the band to show diverse appeal of Wave Bag

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Tea Falco for Tod's Wave Bag

By SARAH JONES

Italian apparel and accessories house Tod's is highlighting the "special attitude" of its Wave Bag in a personality-driven campaign featuring modern creative talents.

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"Wave Attitude" features the Tod's Band, a posse of 15 females from the music, art, fashion and film worlds, all of whom come to the brand with their own perspectives on style, modeling the handbag in their own way. These influencers may help Tod's make more of an impression on a younger crowd.

"The influencer campaign is dynamic, pulling from a strong group of models, musicians and creatives," said Paul Farkas, co-founder/CEO of [Accessory 2](#), New York.

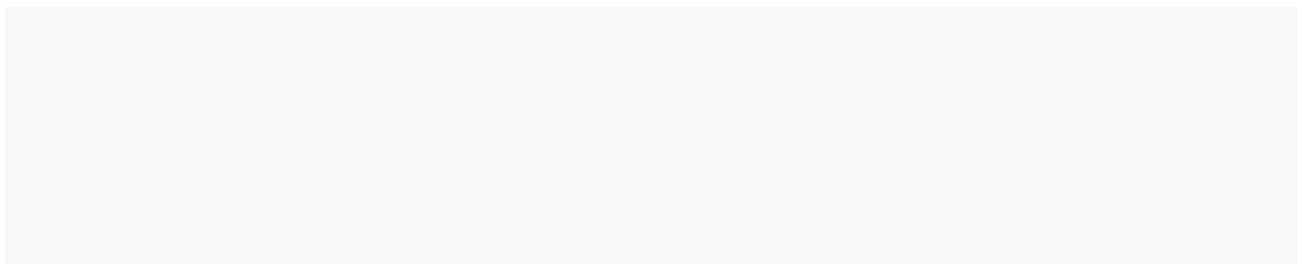
"The different personalities resonate well with the range of well-designed styles in the collection," he said. "The careful pairing of personal mantras and tight intermittent product shots evoke deep qualities of tasteful contextual placement and bond."

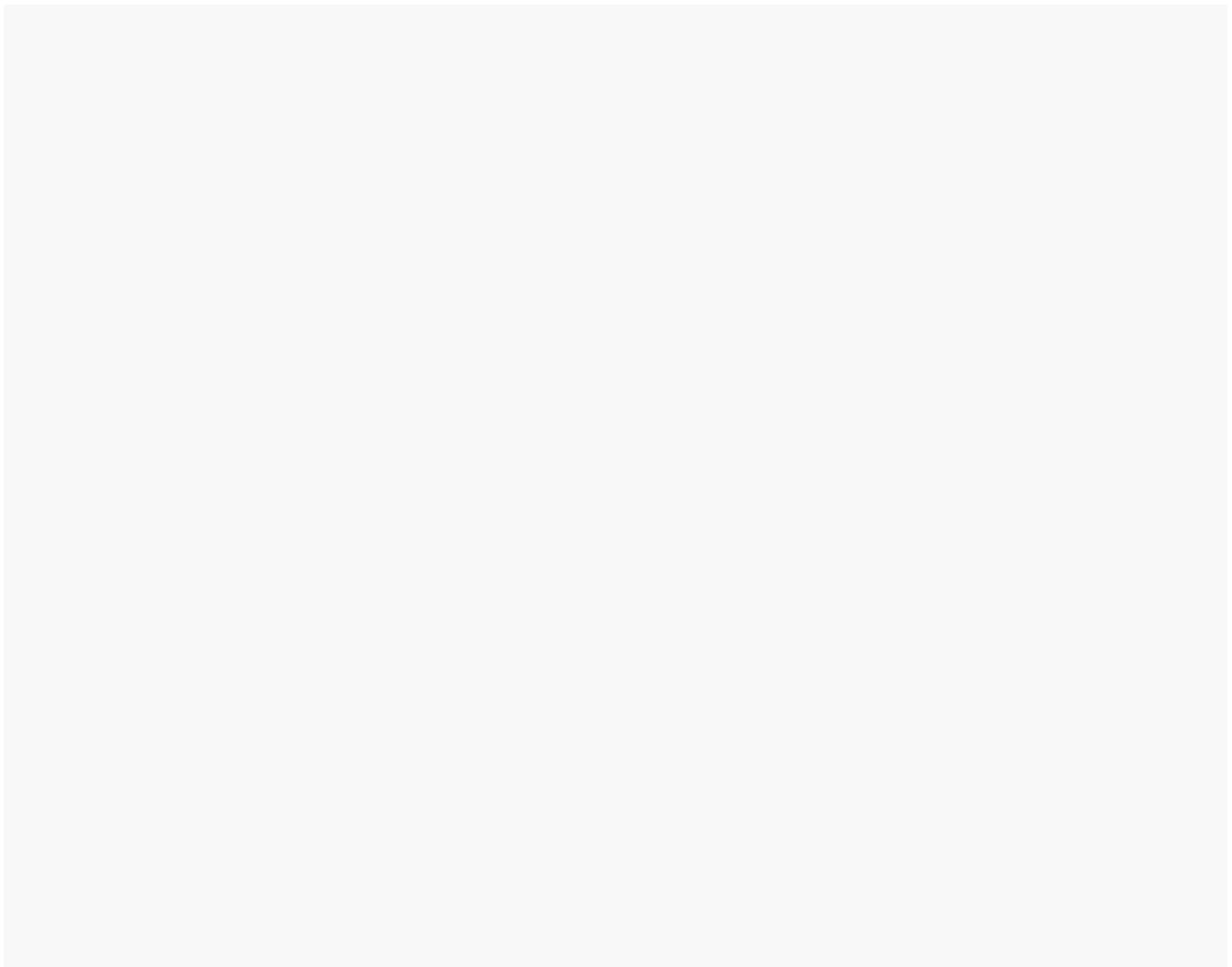
Mr. Farkas is not affiliated with Tod's, but agreed to comment as an industry expert.

Tod's did not respond by press deadline.

With the band

Tod's Band was first introduced in the teasers for its spring/summer 2016 runway show in September. A number of the bandmates were depicted in short black-and-white films shared to Instagram, underscored by electric guitar.





Tod's Band is a story of style and talent. Introducing Chelsea Tyler @chelsannat. Follow the band @tods #tods #todsband

A video posted by Tod's (@tods) on Sep 25, 2015 at 1:13am PDT

A number of the women walked as models in Tod's show, the results of which were also shared on social media. Others sat front row.

Just weeks after the show, once the Wave Bag became available for pre-order, Tod's launched a digital campaign on its Web site that delves further into who the personalities in its band are.



Tod's Wave Bag

Below a short 45-second introduction film showing each woman out and about in a city with her preferred Wave Bag, consumers can view videos for each individual artist. These continue the black-and-white theme, showing the influencer wearing clothing from the runway and toting the Wave Bag across a cityscape.

Tod's Band - The Wave Bag

The women get personal, answering questions about what they would choose as a second job, their romantic deal-breakers and what part of their home knows them best.

Lizzy Jagger says she would be a gymnast aside from modeling and acting, while French model Julia Restoin Roitfeld divulges that what can come across as coldness to others is really just her shyness.



Langley Fox Hemmingway

Photographer Sonia Seiff says that 100 percent beauty does not exist, because beauty is about imperfections.

Others share their thoughts on their own personal style. British artist Polly Morgan says, "My look is primarily to dress like a man."

Big personality

Tod's has been rolling out initiatives that enable it to showcase how its fashions can adapt to differing styles.

The label put the spotlight on stylish fans with a user-generated microsite centered on its Gommino loafer.

Tod's "Dots of Life" campaign asks consumers to submit photos of themselves wearing the Gommino, which are then compiled by the brand into an online gallery. This campaign will give fans of the brand a moment in the spotlight, while also showcasing the many varied wardrobes the shoes fit into ([see story](#)).

The key with influencer marketing is to make the collaboration feel natural.

Beauty marketer Este Lauder looked to instill an emotional response in consumers with its digital effort around its fragrance, Modern Muse Chic.

Este Lauder filmed intimate portraits of ballerina Almandine Albisson and actress Cody Horn, getting them to talk about what inspires them. Rather than strategizing and selecting representatives, Este Lauder allowed campaign model Arizona Muse to select the women who are her muses, creating a more organic pairing ([see story](#)).

With this campaign, Tod's hit on a lot of best practices for this type of marketing.

"The compelling video shorts, gifs and collateral visual imagery should ignite preorders," Mr. Farkas said. "Several best practices should be noted, including offering audience choice of sizzle story and individual shorts, relating real influencer emotions, readable video and balanced social sharing across the rollout.

"[Tod's] hashtag inclusion readily remarks it's as much a handbag as an attitude."

Final Take

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