

INTERNET

Tod's elaborates on brand values with Italy-wide guide to "living well"

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Image from Tod's Italian Notes

By SARAH JONES

Italian fashion label Tod's is positioning itself as an expert authority on its home country with the release of a guidebook.

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Tod's Italian Notes gives an insider's perspective of major cities including Milan, Venice and Florence, offering tips on the widely unknown eateries, shops and sights each destination has to offer. A luxury brand's identity is intrinsically tied to its home base; therefore, this guide serves as a look into both Italy and Tod's itself.

"The goal of this travel guide is to position Tod's as the authority on authentic Italy and highlight their brand front and center," said Dalia Strum, professor at the [Fashion Institute of Technology](#) and founder of [Dalia Inc.](#), New York.

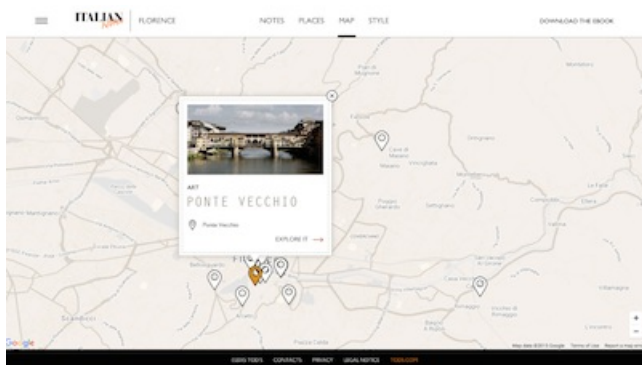
Ms. Strum is not affiliated with Tod's, but agreed to comment as an industry expert.

Tod's did not respond before press deadline.

Exclusive tour

Tod's has created a microsite for Italian Notes, its "exclusive guide to Italian style and beauty," where consumers can browse content by city. This includes interactive elements, allowing consumers to click on editorial pages to discover more information, including slideshows of images taken by the brand.

In addition to lists, consumers can explore suggested spots via a clickable Google-enabled map, getting an idea of their relative locations. For instance, in Florence, consumers can see how close the Ponte Vecchio is to the art museum Galleria Degli Uffizi.



Screenshot of Tod's Italian Notes microsite

Online, the guide includes shoppable style suggestions catered to each locale, modeled at various places mentioned within the guide. For instance, in Bologna, a female model is shown toting a hot pink Wave Bag at the Fondatino Gallery, while her male companion dons leather winter Gommino driving shoes to the eatery Rodrigo.



Image from Tod's Florence guide

Tod's released guides city by city, piquing viewers' interest before making the entire book available for download. The almost 300 page e-book gives a detailed look at each city, with spots chosen by Tod's and the Fashionable Lampon. This can be downloaded as a PDF, and will soon be available for iOS and Android devices.

In the introduction to the book, Tod's explains that this is meant to help consumers achieve the often illusive "art of living well."

The brand explains, "Italian Style is a matter of roots and traditions, people's origins and their culture. There's no clear distinction between work and leisure, because both are lived with passion. It offers a very specific view of how to approach life, with a cosmopolitan spirit, fully open to the world.

"It is the total lifestyle, which Tod's has always been associated with, that gave life to this project: a journey through Italy and its origins, which reflects the values of the brand in every way."

Tod's Italian Notes - Bologna

Each city chapter within the e-book begins with a message from a local. After a brief bio, the insider shares his or her personal connections with specific spots in their hometown.

In total, the guide covers eight destinations: Milan, Como, Venice, Florence, Siena/Montalcino, Bologna, Rome and Naples.

The Italian Notes microsite can be accessed [here](#).

Travel guide

Other brands have shown their worldly knowledge through travel publications. Offering these guides in multiple formats ensures that consumers can interact with content in a way that best suits them.

French leather goods maker Louis Vuitton is complementing its print travel series with a mobile version for on-the-go travelers.

Available for Apple devices only as of Nov. 6, the Louis Vuitton City Guide mobile application takes the content available in the printed version and digitizes it for a better consumer experience while traveling. As with the books ([see story](#)), the Louis Vuitton City Guide app covers 25 international cities and includes 12,000 addresses offering recommendations and highlights of a given locale ([see story](#)).

Tod's has previously shown its dedication and passion for Italy through charitable projects.

Philanthropic efforts have been enacted by many brands worldwide, but when it comes to efforts in Italy, the home country of many luxury houses, internal philanthropic works are sparse, according to an executive from Tod's at The New York Times International Luxury Conference Dec. 3.

Luxury brands typically hold strong influences in their home cities and countries and can therefore present themselves as chief contenders to lead social change through philanthropy. Reaching out to foundations, historical landmarks and people in need can create a positive aura around a brand and help the brands connect with their roots and impact local communities ([see story](#)).

"[Tod's] strategy is to make the guide accessible whether their using it as a point of inspiration, planning a trip or referencing it during a trip that they're on," Ms. Strum said.

"It provides the opportunity for Tod's to be referenced as an expert in this space and emphasizes their brand as an extension of their authority."

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

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