

INTERNET

## Tod's bands together international influencers to introduce Leo Clamp

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*Tod's fall/winter 2016 menswear show*

By STAFF REPORTS

Italian fashion label Tod's is bringing together a diverse group of talents for a personality-driven launch of its new driving shoe.

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"Tod's Band Leo Mania" centers on a cast of 12 men who come from the worlds of ballet, music, film and more. Through a series of portraits and short videos, the "virtual club" share their views on life and fashion, creating a backdrop for the brand's new Leo Clamp shoe.

### Coming together

Tod's Leo Mania campaign is housed on a dedicated page of its Web site. A short black-and-white video at the top of the page introduces all of the influencers as they walk a city street wearing their loafers with varied outfits.

Below, the consumer can peruse portraits of the men and watch a film in which they talk about such topics as friends, most valued possessions and their greatest extravagance.

Italian Actor Alessandro Borghi spills that his greatest love of his life is cinema, while ballet dancer Eric Underwood talks of how he most values his body, since it is his instrument.

### *Tod's Band Leo Mania - The Project*

What binds the 12 together is that they share a desire for "fine quality and details that make the difference," which the brand says defines Italian style.

In addition to appearing in the digital campaign, the 12 men were guests at Tod's fall/winter 2016 menswear presentation.

This is a follow-up to Tod's first Band for its women's Wave Bag. Tod's highlighted the "special attitude" of its Wave Bag in a personality-driven campaign featuring modern creative talents.

"Wave Attitude" featured the Tod's Band, a posse of 15 females from the music, art, fashion and film worlds, all of whom came 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 ([see story](#)).

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