

INTERNET

Tod's proves two is better than one to launch Double T line

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Giulia and Camilia Venturini

By STAFF REPORTS

Italian fashion label Tod's is exploring the complementary qualities of its new Double T collection with the help of a set of twins.

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To introduce the collection of accessories, which feature a double bar charm, the brand filmed Tod's Band members Giulia and Camilia Venturini getting into "Double Trouble." Representing the accessories line through the similarly visage duo lends a personality to the collection.

Double vision

Both models sport buzz cuts, representative of their self-described "gender confusion" personal style. These identical hairdos make them fitting faces to portray the collection with parallel T charms.

Tod's short film is set to a rock soundtrack. The beat seems infectious, as both women are shown tapping their loafer-adorned feet along with the music.

The pair approaches a table from opposite sides. Pretending the empty space in front of them is a mirror, they play off each other, peeking out from behind a handbag at the same moment.

Double Trouble - Tod's Double T Collection SS16

Showcased within the film, the Double T collection features a metallic logo affixed to the front of handbags or the vamp of shoes.

Tod's has recently been using personality-driven campaigns to launch new accessories.

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.

"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, who include the Venturini twins, may help Tod's make more of an impression on a younger crowd ([see story](#)).

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