

APPAREL AND ACCESSORIES

Tod's banks on blockbuster success with leading man

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Tod's men's autumn/winter 2016 campaign

By STAFF REPORTS

Italian fashion label Tod's is adding a Hollywood touch to its autumn/winter 2016 global advertising campaign, casting a rising movie star in a tribute to the Italian lifestyle.

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British actor Jack Huston, the grandson of director John Huston, is taking on the title role in a remake of "Ben-Hur" hitting theaters in August. With the campaign breaking a month before the film's release, Tod's may benefit from Mr. Huston's increased recognition among consumers.

Reimagining a classic

Until now, Mr. Huston was known for his roles in films such as "American Hustle" and his recurring part on HBO's "Boardwalk Empire."

Now, he is starring in the third film adaptation of "Ben-Hur: A Tale of the Christ," taking on the role played by Charlton Heston in a 1959 MGM classic. The remake, out on Aug. 19, is highly anticipated, since its critically acclaimed predecessor earned 11 Academy Awards.

The actor is also appearing in the upcoming releases "We Happy Few" and "The Yellow Bird."

For Tod's effort, Mr. Huston traveled to Italy to shoot with photographer Tom Craig. He appears lounging on a couch next to a briefcase and papers or with his loafer-covered feet resting on a table.



Tod's autumn/winter 2016 campaign

In a short campaign film, the actor heads outside and plays a game of tennis against a dog before getting into an ivory convertible and driving with the top down through the countryside. A final whimsical shot catches Mr. Huston bicycling through a stately house, giving a close-up shot of his shoes.

The connection to Italy is a personal one for Mr. Huston, who is one quarter Italian.

"I love the food, culture and people in Italy," Mr. Huston said in a brand statement. "I spent six months filming there last year and my family all fell in love.

"I'd love to end up in Italy rather soon and call it home," he said. "It's magical."

While A-list stars are frequent partners to give brands increased visibility, up-and-coming actors can also lend a familiar face to campaigns.

Italian apparel and accessories house Prada examined masculinity's sensitive side by casting some of cinema's newest talents in its spring/summer 2016 menswear campaign.

Shot in a basement New York club, the campaign is meant to capture the actors as they are naturally, as the camera's flash briefly illuminates their faces in the darkened space. By picking actors who are on the cusp of celebrity, Prada is able to both show its knowledge of the industry and further the public's interest in these talents ([see story](#)).

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