APPAREL AND ACCESSORIES

Tod's boasts eternal modernity in iconic model-led ad effort

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Jean Shrimpton for Tod's fall/winter 2016 campaign

By STAFF REPORTS

Italian leather goods maker Tod's is celebrating the timeless appeal of fashion's icons for its fall/winter 2016-17 advertisements.

For the "Timeless Icons" campaign, Tod's drew inspiration from iconic models including Twiggy, Jane Birkin and Jean Shrimpton. The campaign looks to celebrate the eternal modernity of elegance through the use of fashion's first supermodels and Tod's latest collection.

Timeless inspirations
Tod's campaign juxtaposes famous black-and-white images of Twiggy, Jane Birkin and Jean Shrimpton with colored stills of pieces from its women's collection for fall/winter 2016-17.

For example, Twiggy is shown in a men's shirt and tie, sporting her signature bob, while the colored image to the right shows a woman's crossed ankles. The collection image shows the woman in dress pants, similar to those worn by Twiggy, and Tod's moccasins, a masculine shoe.

Twiggy for Tod's Timeless Icons, fall/winter 2016

The pieces shown within the fall/winter campaign include Tod's new Double T hardware such as the moccasins, a messenger bag and sneakers. Tod's introduced the Double T for spring/summer 2016 (see story).

Tod's Timeless Icons campaign is currently online and will be in print media worldwide beginning in September.

In a similar effort that celebrates fashion's "super talents," French fashion house Balmain enlisted a trio of top models into its army for its spring/summer 2016 campaign.

The pared down black-and-white imagery shot by Steven Klein featured Claudia Schiffer, Cindy Crawford and Naomi Campbell, three supermodels who had become household names by the early 90s and who have inspired creative director Olivier Rousteing from adolescence (see story).