

APPAREL AND ACCESSORIES

Tod's expresses quality in handmade performance piece

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Thomas De Falco's Wrapping performance for Tod's

By STAFF REPORTS

Italian leather goods brand Tod's is turning manual skills into avant-garde experimentation to pay tribute to craftsmanship.

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Shared on social media, Tod's Wrapping video is meant to evoke the quality of its leather goods and products through an artistic interpretation. The performance and installation, organized by visual artist Thomas De Falco, uses leather knots and rope to create an encounter between art and craft.

All wrapped up

In the minute-long video, men and women of different races are shown against a white backdrop. Different frames show close ups of the model's clavicles, backs, jawlines and other parts of their bodies.

The leather knots are attached to each model's hair, giving the effect of hair wraps and woven extensions. The models, including British supermodel Naomi Campbell, appear topless or with exposed shoulders, and wear only a covering that echoes that of the wraps secured to their hair.

Mr. De Falco's performance piece evokes the ancient art of loom-woven tapestries by turning a manual skill into an avant-garde experimentation.

A shorter film tells of the complicated and time consuming undertaking Mr. De Falco took to create "Wrapping." The behind-the-scenes outtake shows Mr. De Falco tying each white, black and red leather strand of rope himself.

The overall concept of Wrapping is meant to demonstrate the timeless elegance of leather while celebrating, and elaborating, on the idea of handmade. The undercurrents of this notion link back to a dedication of craftsmanship shared by many luxury houses.

Tod's | Thomas De Falco - Wrapping performance

Tod's, for example, translated the aesthetics of Ferrari's vehicles into a collection of footwear.

For fall/winter 2016-17, the brands teamed up on a collection of driving shoes and sneakers for men featuring

elements such as the prancing horse and Ferrari's iconic shade of red. For Ferrari, this affiliation enables it to communicate its care and attention to detail during production through another category of merchandise ([see story](#)).

Craftsmanship efforts range from the straightforward, showing an artisan working with raw materials to produce a good, to more abstract concepts that look to entertain.

In 2015, for instance, Italian fashion house Fendi showed off its "tiny temptations" through a humorous social video musing on their origins.

"Fendi Micro Bags: 7 Theories" offered up suggestions on how the miniature versions of popular styles such as the Peekaboo and Baguette came to be, from the scientific to the romantic. This film communicated the "fun" nature of the handbags, which were designed to be a strong fashion statement for a stylishly adventurous woman ([see story](#)).

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