

APPAREL AND ACCESSORIES

## Tod's combines usefulness with magic for its backpacks in latest vignette

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*Tod's film shows off the magic of the backpack. Image credit: Tod's*

By BRIELLE JAEKEL

Italian leather goods maker Tod's is drawing a parallel between a line of backpacks and a magician's hat with its latest creative, taking place in Milan.

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With a theme that touches on Milan as a magical place, Tod's arms influencers with its backpacks as they explain how the magic of the backpack keeps them prepared for anything. "Backpack's Angels" is Tod's latest campaign that touts the backpacks in a playful, creative narrative.

### Magician's hat

Tod's is sharing a light-hearted comedic short on its social media channels, hoping to attract young women to the convenience and style of its backpacks.

Backpack's Angels appeals to on-the-go women of all backgrounds, as each of them explains the importance of the backpack in various languages.

The film begins with a slow aerial shot of the city of Milan. A young woman stands in front of a bar wall and explains, "Milan is a very beautiful and surprising city. You never know who you might meet and who you might encounter."

Another woman is showing reading on the streets while another types on a computer. The latter speaks to the camera, supporting the notion of not knowing what could happen in the city.

The first woman explains that she has worn backpacks since she was a child before the first asks, "Have you ever seen anything better than this backpack? I don't think so."

As the women continue to explain their love for backpacks, the vignette shows them walking through the city of Milan with their bags and their various encounters.

One woman says the bag is similar to "a magician's hat."

A man standing by his car begins speaking to her. Viewers can see her grab something out of her backpack and hold

it behind her back.

She finishing pulling out the item, and it is revealed as a car jack, which she uses to the help man, whose car has broken down. Another can be seen retrieving a water balloon from her bag and throwing it at a friend's face.

One of the women then uses her bag to fend off a man on the street following a little too closely, opening the bag in his face and it roars and sends a gust of wind.

The three women meet up together in the city as the film pans out for another aerial shot of the city.

Tod's campaigns

Tod's also recently debuted an emotional and romantic five-part miniseries on its Instagram page chronicling a story of eternal love.

The series of short videos called "A Treasure Hunt" featured Chinese actress and model and winner of the Asian Star Award Liu Shishi in the starring role. Throughout the series, Tod's handbags and shoes took center stage in Ms. Liu's quest to follow the trail left by a lover ([see more](#)).

Tod's also encouraged followers to put on their dancing shoes in a social initiative that used its footwear for dance instructions.

The brand took to Instagram with a series of video shorts and images that taught followers how to dance various famous styles. From the Charleston to contemporary, fans were given step-by-step instructions on how to dance with Tod's shoes ([see more](#)).

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