

APPAREL AND ACCESSORIES

Tod's continues collaboration with K-pop idol in fall/winter shoot

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K-pop idol Krystal goes on the run from paparazzi. Image credit: Tod's

By DANNY PARISI

Italian leather goods company Tod's has created a new paparazzi-themed campaign with K-pop idol Krystal.

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In the short film created for the brand's fall/winter collection, Krystal is pursued through Florence by a persistent paparazzo who tries to snap photos of her wearing clothing from Tod's. This collaboration marks another project the brand has taken on with Krystal and cements her as a frequent muse for Tod's marketing.

Watch your back

Tod's prides itself on the quality of its leather goods as well as its international appeal.

While the brand is well known in both Europe and the U.S., it has recently been making overtures towards the growing Asian luxury market with frequent collaborations with South Korean pop sensation Krystal, who has appeared in a number of campaigns for Tod's.

The latest collaboration between the K-pop idol and Tod's comes in the form of a short film titled "Watch Your Back."

In the film, Krystal is pursued throughout the streets of Florence by a paparazzo who continually attempts to get her picture. All the while, Krystal is shown sporting different outfits from Tod's in an attempt to elude the photographer.

The short highlights handbags, shoes, dresses, pants, knitwear and more from Tod's fall/winter 2017-2018 collection.

Watch Your Back

Finally, she enters a Tod's store and emerges totally disguised, leaving the paparazzo frustrated. The video ends with Krystal turning to the camera and stating, "Watch your back."

Krystal's collaboration with Tod's is a continuation of her last project with the brand, a short film titled Italian Diaries, in which she wandered the streets of Venice in a similar campaign.

Korean sensation

Tod's latest campaign shows that it has taken an interest in bringing its European sensibilities to an Asian audience by recruiting one of the biggest stars in Korean music.

The brand has also worked on similar projects with stars from other parts of Asia. Tod's debuted an emotional and romantic five-part miniseries on its Instagram page chronicling a story of eternal love.

The series of short videos is called "A Treasure Hunt" and features 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 take center stage in Ms. Liu's quest to follow the trail left by a lover ([see story](#)).

Italian Diaries

The brand's outreach to South Korea comes at a time when many Western brands and retailers are beginning to create partnerships and collaborations with elements of South Korean luxury.

Western retailers are bringing a taste of Korean luxury outside of Asia with a series of collaborations spanning from beauty to fashion.

Department store Bergdorf Goodman will soon be the home of Korean cosmetics brand Peach & Lily in the form of an in-store pop-up shop dedicated to the brand's uniquely Korean take on beauty. Similarly, Selfridges will invite 10 Korean designers to occupy its Designers' Galleries atrium space for their own pop-up shop of fashion pieces ([see story](#)).

Tod's campaigns with Krystal show that collaboration between European and Asian luxury can be a fruitful endeavor.

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