

APPAREL AND ACCESSORIES

Tod's brings together stars from both sides of the Atlantic for campaign

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Tod's latest campaign has cross-cultural appeal. Image credit: Tod's

By DANNY PARISI

Italian fashion brand Tod's is going for cross-cultural appeal by bringing together model Kendall Jenner and Italian dancer Roberto Bolle for its spring/summer 2018 advertising campaign.

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In a series of photographs and an accompanying short film, Tod's is recreating the spirit of the classic Italian summer holiday, showcasing its two young stars as they lounge on the beaches of Italy. By bringing two young stars with large followings, one American and one Italian, together Tod's is hoping to appeal to youths from both countries as it prepares its spring/summer 2018 collection.

Cross-culture appeal

While most of the U.S. and Europe is still feeling the numbing effects of a particularly cold winter, fashion brands are already looking toward warmer climates as they prepare for spring/summer collections to launch.

Tod's advertising campaign features Ms. Jenner and Mr. Bolle frolicking along the beach in southern Italy.

In a series of photographs and a short film, the two are seen walking along the beach, lounging by the pool and filming each other with an old video camera.



Kendall Jenner for Tod's. Image credit: Tod's

Ms. Jenner and Mr. Bolle, along with a cute canine costar, play cards and lounge by the glittering Mediterranean Sea.

Tod's short film makes use of a grainy, retro aesthetic thanks to the handheld video camera used by the two campaign stars. The short film combines these grainy shots from within the perspective of the camera with the lush visuals shot by a film crew.

Both Ms. Jenner and Mr. Bolle are dressed entirely in clothing from Tod's spring/summer 2018 collection, including swimwear, accessories and handbags.

The two young stars are both quite popular in their respective countries, and Tod's campaign brings them together in an effort to capitalize on their cross-cultural appeal.

Italian charm

Tod's has put a lot of effort into getting a diverse cast of models in its campaign whose popularity spans across many different countries.

Last year, Tod's created a new paparazzi-themed campaign with K-pop idol Krystal.

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 marked another project the brand has taken on with Krystal and cemented her as a frequent muse for Tod's marketing ([see story](#)).

Similarly, 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](#)).

Tod's Spring Summer 2018 campaign

This is also not the first time Tod's has used its advertising campaigns to evoke a certain era or location.

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

Tod's 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 giving step-by-step instructions on how to dance with Tod's shoes ([see story](#)).

By bringing together two influential young people from different sides of the Atlantic, Tod's is intending to draw in millennials from both the U.S. and Europe for its new collection.