

APPAREL AND ACCESSORIES

Tod's crosses borders with international cast in digital campaign

March 12, 2018



Tod's Band brings together actors, singers, dancers and models from around the world. Image credit: Tod's

By DANNY PARISI

Italian fashion label Tod's has brought together a diverse set of young men from around the world to exemplify some of the core values of the brand.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The Tod's Band campaign sees the brand bringing together seven men from different backgrounds and countries to talk about their personal fashion and philosophies and how they relate to Tod's apparel. The video and photo series is meant to support Tod's idea that its Italian aesthetic is less about being literally in or from Italy and more about a state of mind.

Tod's Band

Tod's has always associated its brand and image strongly with Italy, drawing on its heritage.

For Tod's, the particularly Italian philosophy of a life of luxury and carefree attitudes is a central part of its messaging. But Tod's also wants to make it clear that these ideas are universal and not solely tied to its home country.

In that vein, Tod's has unveiled Tod's Band, a campaign that brings together seven men from different countries and fields to talk about what Tod's means to them and show off their own personal spins on Tod's apparel.

The campaign faces include models, singers, actors and influencers from across various fields and industries with origins in Europe, North and South America and Asia.

Lost in translation

The men each have their own short video dedicated to introducing them along with a number of other videos pairing them up with other members of the group to answer questions and talk about fashion.

Together, the men make up a microcosm of who Tod's is targeting: men both young and old from a diverse set of backgrounds who are united by their love of the finer things in life and Tod's apparel, which helps them express their unique perspectives.

Global appeal

Many of Tod's recent campaigns have focused on an international aesthetic.

For example, Tod's went for cross-cultural appeal by bringing together model Kendall Jenner and Italian dancer Roberto Bolle for its spring/summer 2018 advertising campaign.

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 ([see story](#)).

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

German Essentials

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 ([see story](#)).

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

These efforts show how Tod's is working to make the appeal of its brand transcend borders and be welcoming to consumers of all backgrounds.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.