

APPAREL AND ACCESSORIES

Tod's continues cross-cultural appeal in Italian travel diary

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Tod's recruited Liu Shishi to explore Rome in Italian holidays. Image credit: Tod's

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Tod's is continuing its trend of bringing influencers from China to star in European-themed advertising campaigns with the unveiling of Italian Holidays starring Liu Shishi.

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Italian Holidays sees Ms. Liu wandering through the Italian countryside, taking in the Mediterranean air and wearing Tod's clothing. The international crossover is one of many Tod's has done with prominent influencers and celebrities from China.

Italian Holidays

The new short film from Tod's features Ms. Liu on a luxurious Italian holiday as she explores the beautiful sights of Rome and makes friends and memories she cherishes.

At the beginning of the video, Ms. Liu is shown sitting in the lobby of a hotel. As she looks through her bag, she pulls out small trinkets and items she has acquired while on vacation in Rome, and each one sparks a pleasant memory of how she got it.

For example, looking at her Tod's sunglasses reminds her of the woman she met when she forgot the sunglasses at a caf. Later, she pulls a pressed flower from her notebook, sparking a memory of visiting a florist with the same woman she made friends with earlier.

Italian Holidays

As the short film goes on, the viewer sees Ms. Liu exploring some of the beautiful sights of Rome, such as the Colosseum and the Spanish Steps, making friends with a young man riding a motor scooter and reuniting with the woman she had met at the caf before.

Ms. Liu's handbag plays a large role in the short film, and is also one of the main pieces in the collection the film promotes.

Special emphasis is also placed on the star's footwear, with many luxurious shots of her immaculate shoes on the

Roman cobblestone.

International appeal

Much of Tod's marketing recently has been an effort to appeal to customers in Asia. For example, Tod's created a 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 marks another project the brand has taken on with Krystal and cements her as a frequent muse for Tod's marketing ([see story](#)).

But the brand's diverse efforts have not been restricted only to Asia. Tod's has also gone for cross-cultural appeal by bringing together model Kendall Jenner and Italian dancer Roberto Bolle for its spring/summer 2018 advertising campaign.



Ms. Shishi in Rome. Image credit: Tod's

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](#)).

Tod's also brought men together from a variety of different nations for a project called Tod's Band.

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 ([see story](#)).