

APPAREL AND ACCESSORIES

Tod's surfs into summer with breezy promotion

March 27, 2018



Tod's Surf collection. Image credit: Tod's

By STAFF REPORTS

Italian fashion label Tod's is heading to the beach to promote a collection inspired by California's surf culture.

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

Tod's Surf collection features breezier takes on the brand's classics, including its Gommino loafers. Communicating this relaxed attitude, Tod's filmed a retro-inspired marketing effort that follows surfers as they catch waves.

Surfin' USA

Tod's "Surfin' Day in L.A." film transports the viewer to Malibu, CA. Set to a vocal track reminiscent of '60s pop music, the short follows a group of friends as they grab their boards.

Giving the video a vintage effect, the footage is faded and flickers as it shows surfers riding waves or hanging out in the sand.

Highlighted throughout are accessories from the collection, including shoes with bold lettering spelling out Tod's brand name or Gommino driving shoes fashioned out of denim.

Tod's Surf Collection

Many of Tod's recent efforts have focused on giving the brand a global image.

For instance, the brand cast Chinese actress Liu Shishi in its Italian Holidays short. The film sees Ms. Liu wandering through the Italian countryside, taking in the Mediterranean air and wearing Tod's clothing ([see story](#)).

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](#)).

© 2020 Napean LLC. All rights reserved.

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