

APPAREL AND ACCESSORIES

Tod's shoes reveal women's inner thoughts despite what they might say

April 6, 2018



Tod's Band brings together women of varying fields. Image credit: Tod's

By BRIELLE JAEKEL

Italian fashion label Tod's is gathering diverse personalities in art and fashion to reveal the contrasting sides of their characters as they struggle to conduct themselves without phones.

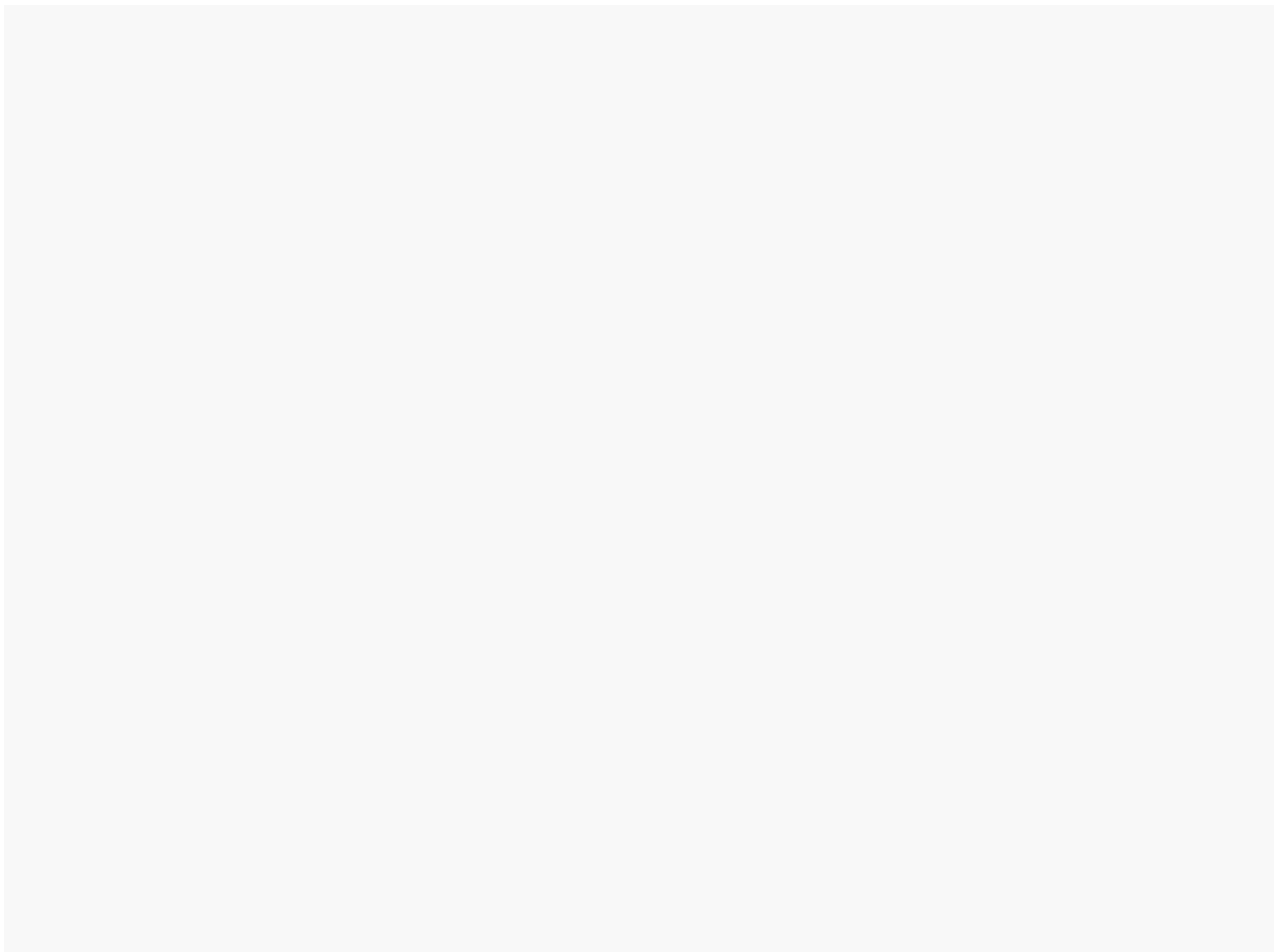
Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

As part of the Tod's Band campaign, the footwear brand has created a band of tastemakers whose shoes tell a different story than what they say out loud. In a new vignette, Tod's touches on a subject that many young women think of today while struggling with its complexities.

"Creating messaging with a relevant theme is a perfect way to attract consumers and Tod's use of influencers pushes its strategy to higher standard," Jennifer Ludgate, marketing officer at Pawn Consulting, Atlanta. "Marketing today is about delighting the consumer and Tod's video is doing just that."

Banding together

Tod's new spot features musician and model Pyper America, dancer and model Renee Stewart, actress Sara Serraiocco, actress and model Beatrice Vendramin, actress Alice David, television personality Linda Li Jing and illustrator Lauren Tsai.



"In Her Shoes" with @alice__david : swipe and enjoy her french accent! #TodsBand

A post shared by Tod's (@tods) on Apr 5, 2018 at 6:01am PDT

Within the film, this diverse group of women gathers at an Italian restaurant.

When Ms. America joins the table, the rest of the women are engrossed in their phones. She then proclaims, "Ladies, I think its time we stopped with our digital obsession and we put our phones in my bag and we just talk to each other."

The girls put their phones in Ms. America's bag and attempt to sit through a lunch without their devices.

Ms. Tsai puts on a calm face, but her rapidly tapping foot underneath the table reveals she is thinking, "We're playing with fire here!," as a caption appears.

As they try to pick a topic, someone asks if they should discuss shoes or men. But Ms. Vendramin's shoes say she is wondering how they can talk about men without social media.

Ms. Serraiocco makes a lighthearted joke about an old woman using her cellphone to take selfies, but her antsy feet say, "How much for your phone now, Granny!"

While they all have trouble detoxing from the social aspects of their phones, Ms. Stewart realizes that they have a problem no one thought of: they cannot find the time.

Her shoes say, "Will a mini-phone fit in my shoe?"

The group realizes they can ask a woman who has her phone out for the time.

When Ms. Li Jing walks over to the woman to ask her, Ms. America, who prompted the phone detox, jumps up and grabs the device. She yells out, "I can't do this anymore. I've gone crazy!"

Just when they all think Ms. America has lost her mind, she says, "Don't worry girls, I'm just kidding," and the group begins taking selfies with the woman.

Tod's bands

This new campaign from Tod's is an ongoing campaign for the brand.

In 2015, Tod's highlighted the "special attitude" of its Wave Bag in a personality-driven campaign featuring modern creative talents.

"Wave Attitude" featured the Tod's Band, a posse of 15 females from the music, art, fashion and film worlds, all of whom come to the brand with their own perspectives on style, modeling the handbag in their own way. These influencers may help Tod's make more of an impression on a younger crowd ([see story](#)).

Also a part of the campaign concept, Tod's brought together a diverse set of young men from around the world to exemplify some of the core values of the brand.

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 more](#)).

"Mobile video is growing exponentially," Ms. Ludgate said. "It is one of the most prolific forces in technology, with millions of consumers spending hours online watching videos everyday.

"It is important for brands to find their place in this new age," she said.

© 2020 Napean LLC. All rights reserved.

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