

APPAREL AND ACCESSORIES

Tod's dances around footwear

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Tod's shows its yorky alongside a Yorkie; Image credit: Tod's.

By STAFF REPORTS

Italian fashion label Tod's is keeping the focus on feet with its latest spot that looks to a professional on her toes.

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Dancer Renee Stewart and a fittingly furry friend are the subjects of Tod's latest video, which embodies the carefree attitude of its products. Touting Tod's Yorky and its Gommino bag, the brand depicts Ms. Stewart in a dance as a Yorkshire terrier watches.

Dancing shoes

Starting off with the song "Dance of the Sugarplum Fairies" from the Nutcracker ballet, a pair of disembodied shoes are shown tapping alongside a watchful Yorkie dog.

Tod's logo appears and the shoes begin walking away with the dog following close behind.

Ms. Stewart walks into frame and notices the shoes moving by themselves, as the dog sits with Tod's Gommino bag continuing to watch.

She begins dancing with the shoes, trying to catch them. Finally she is able to jump inside the shoes and the music changes, becoming less whimsical and more playful.

The performer dances around the space, using her whole body.

Tod's vignette ends with Ms. Stewart jumping into a small straddle and the dog walking through her legs.

Tod's Yorky video

The Italian fashion label's previous film gathered a diverse group of personalities in art and fashion to reveal the contrasting sides of their characters as they struggle to conduct themselves without phones.

As part of the Tod's Band campaign, the footwear brand 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 ([see more](#)).

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