

APPAREL AND ACCESSORIES

Tod's celebrates casual elegance of Italian culture in ad campaign

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Ciao by Tod's promotes the brand's fall/winter collection. Image credit: Tod's

By DANNY PARISI

Italian fashion brand Tod's is leaning into the carefree and breezy aesthetic of its homeland in a new campaign.

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In a campaign called "Ciao by Tod's," the label is highlighting the lighthearted attitude that is unique to Italian culture with a digital video and social media posts showcasing the casual elegance of the word "ciao." Tod's is proud of its Italian heritage and frequently makes Italian culture and language a centerpiece of its marketing efforts.

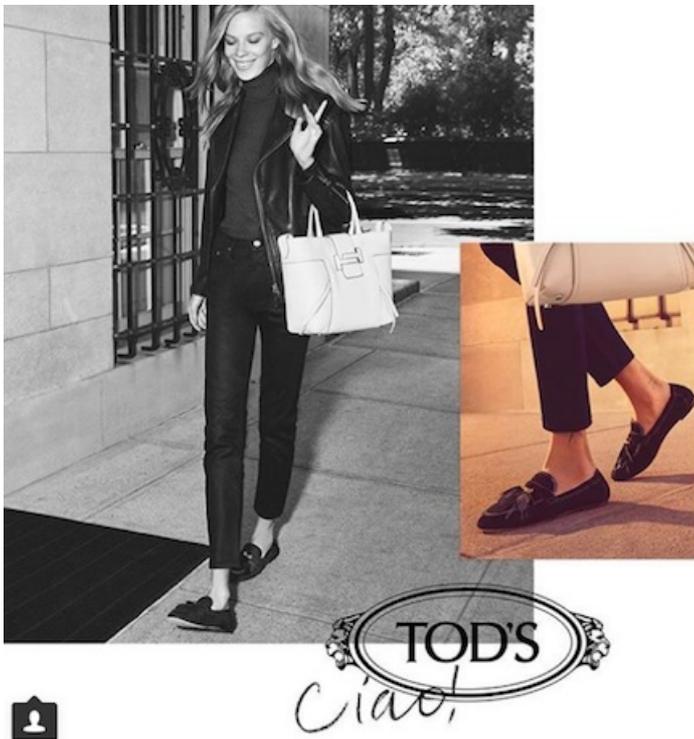
Ciao by Tod's

Tod's has been based out of the Fermo province in Italy since its founding. Italy and Italian culture are a large part of the brand's identity and messaging.

Consequently, the particulars of Italian culture are a frequent part of Tod's marketing efforts.

For this advertising campaign, Tod's is focusing on the carefree, fun-loving attitude that is common in Italy, particularly in the scenic areas of the Italian coast.

No word encompasses the casual elegance of Italian culture more than the simple yet effective "ciao."



Ciao by Tod's. Image credit: Tod's

In Ciao by Tod's, the brand recruits noted fashion figures such as Anwar Hadid, Lexi Boling and Grace Elizabeth to be the faces of the campaign.

As the stars of the video wander through an urban landscape, breezy, beachy music plays in the background. The models are shown wearing many different pieces from Tod's fall/winter 2018-19 collection.

The models do little more than wander around the neighborhood looking beautiful, but the campaign effectively represents the lighthearted and airy tone that Tod's was going for in representing Italian culture.

At the end of the campaign, one of the models utters the titular word "ciao," reinforcing the connection between the campaign imagery and Italy.

Italian perspectives

Tod's has long made Italy a central part of its brand identity.

While the brand showcases Italy from the perspective of a native, it also occasionally recruits outsiders to give their own view of the country.

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

Italian Holidays saw Ms. Liu wandering through the Italian countryside, taking in the Mediterranean air and wearing Tod's clothing. The international crossover was one of many Tod's has done with prominent influencers and celebrities from China ([see story](#)).



One of the pieces from the fall/winter collection. Image credit: Tod's

Additionally, Tod's frequently makes use of influencers to evangelize the brand. Tod's recently gathered diverse 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 the vignette, Tod's touched on a subject that many young women think of today while struggling with its complexities ([see story](#)).

Tod's relationship to its home country is a central part of its brand. The latest campaign seeks to continue that relationship by highlighting the relaxed and casual nature of Italy coinciding with the high quality craftsmanship of its products.

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