

APPAREL AND ACCESSORIES

Tod's kisses spring hello with playful campaign

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Tod's spring/summer 2019 campaign. Image credit: Tod's

By STAFF REPORTS

Italian fashion label Tod's is celebrating its heritage through an advertising campaign centered on a cultural code.

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"Baci by Tod's" aims to reflect the warmth of Italy through the kiss, or "baci" in Italian. Tod's branding is heavily tied to its Italian roots, which is reflected in its marketing strategy.

Puckering up

Tod's campaign shows models Vittoria Ceretti, Liu Wen and Anwar Hadid walking city streets. Occasionally they pause to blow a kiss towards the camera.

At one point, both women are walking step in step, and they turn to air kiss Mr. Hadid. This causes him to shake his head and smile.

Keeping the attention on the collection, closeup shots show the models' shoes and handbags.

The campaign was art directed by Fabien Baron and shot by photographer Craig McDean.



Tod's spring/summer 2019 advertising campaign. Image credit: Tod's

Tod's explains that its campaign was aimed at showing how the universal symbol of a kiss is particularly embraced by Italians, reflecting their "love and zest for life, of which Tod's is a global ambassador."

This follows another examination of Italian culture by Tod's.

The brand leaned in to the carefree and breezy aesthetic of its homeland in a recent campaign.

In a campaign called "Ciao by Tod's," the label highlighted 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 ([see story](#)).