

APPAREL AND ACCESSORIES

## Tod's captures handbag connection in candid films

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*Irina Shayk for Tod's. Image credit: Tod's*

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By STAFF REPORTS

Italian fashion label Tod's is exploring the relationship women have with their handbags in a series of shorts.

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"My Life is in This Bag" features four different women opening their bags on film, sharing the items that they carry with them in their Tod's D-Styling tote. The four women featured hail from different parts of the globe, but they are connected in the shared trait of carrying items both necessary and unexpected in their bags.

Show and tell

All of the videos show one woman getting into a car in Milan during fashion week. As they ride in the backseat, they pull various items out of their bags, performing a version of high-fashion show and tell.

Korean actress Eun-Chae Jung laughs as she reveals everything from a book to a chocolate bar.

Russian model Irina Shayk similarly uncovers some stowed candy, along with a mirror.

Nana Eikura pauses as she explores to smell a candle and put on her sunglasses. Meanwhile, Maggie Jiang is toting a script, lipstick and anti-virus spray.

*My Life is in This Bag featuring Nana Eikura*

While an Italian brand, Tod's often brings in global talent to portray a jet-setting lifestyle and reach an international audience.

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

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