

APPAREL AND ACCESSORIES

Tod's blends UGC, branded content in multichannel series

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Katrin Thomann rides around New York in her Tod's. Image credit: Tod's

By BRIELLE JAEKEL

Italian fashion brand Tod's is lending support to consumers who let their feet do the wandering in a new adventurous series that blends influencer and user-generated content.

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Dubbed #FollowMyRide, Tod's newest campaign touts its Gommino design. The series exemplifies free thinkers and adventure seekers as their passion drives them throughout all different types of motion.

Driving motion

A model, restaurateur, vintage sports car owner, fitness instructor and artist are a few individuals showcased in Tod's new film series.

Each individual has different passions that literally drive him or her. In a series of content on social media and in short videos, Tod's takes a look at each person while focusing on their motion of choice.

In one video, model Katrin Thomann shows off her low-key Sundays in New York, traveling through the city on her bicycle while wearing her Tod's shoes. She visits a farmers market and a pasta bar with her child, venturing through her neighborhood.

Other content shows Louis Levy, owner of Mimi & Babs in Downtown New York, riding his motorcycle to work while wearing his Tod's Gomminos. He takes care of his duties at the restaurant before taking the motorcycle around town.

[View this post on Instagram](#)

#FollowMyRide with @louislevy. Owner of Mimi restaurant in New York enjoying the feeling of freedom while sharing his passion for riding in #TodsGommino. #Tods

A post shared by Tod's (@tods) on May 21, 2019 at 10:20am PDT

Instagram post from Tod's

Actor Tong Daweis shows off his Tod's footwear as well as his vintage sports car as he drives leisurely around town before ending in Brooklyn.

Taryn Toomey shows Tod's why movement is her medicine, exhibiting the workout she created specifically for the body as well as the mind. She shows off her various therapeutic movements with her feet either bare or clad in Tod's Gommino loafers.

[View this post on Instagram](#)

The movement as a medicine. For @taryntoomey the idea of motion became a transformative workout of the body and mind. Get into her world with #TodsGommino. #FollowMyRide #Tods

A post shared by Tod's (@tods) on May 23, 2019 at 10:02am PDT

Instagram post from Tod's

Artist Richard Phillips arrives to his studio in his sports car while also wearing Tod's. When he is done with his work he takes a trip out of the city to clear his mind.

Tod's is encouraging followers to share what motion drives their life with the hashtag #FollowMyRide and also asks them to follow along with the brand's influencers.

Tod's on its toes

In a similar campaign, the Italian fashion brand leaned into the carefree and breezy aesthetic of its homeland.

Through a series 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](#)).

Instead of motion, Tod's kept the focus on feet with another previous spot that looked to keep a professional on her toes.

Dancer Renee Stewart and a fittingly furry friend were the subjects of Tod's previous video, which embodies the carefree attitude of its products. Touting Tod's Yorky and its Gommino bag, the brand depicted Ms. Stewart in a dance as a Yorkshire terrier watches ([see story](#)).

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