

APPAREL AND ACCESSORIES

Tod's promotes fun similarities and individuality in new spot

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Tod's invites consumers on a date with Kate to celebrate its new collection in a fun new spot. Image credit: Tod's

By KATIE TAMOLA

Italian fashion brand Tod's is inviting consumers to a fun meeting of "the Kates" in a new effort for its latest footwear collection.

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The vignette introduces us to three disparate models, all named Kate, all sporting disparate styles from Tod's new Kate collection. The video unfolds with the three women traversing through Rome in fun yet sophisticated pops of color, to ultimately come together and shop the new collection, aiming to inspire the same plan of action from consumers.

"This is a fun advertisement where you get a sense of each of the women in it, who they are individually and how they come together to showcase how they have made Kate their own," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York. "What works here is that in various collections, there is a style that is not only classic to a brand, but is also a style that people just love.

"When you see how this collection can be embraced across personality types and lifestyles, people are able to see it for themselves," she said. "This short is a great way to show how something can be worn dressed up and down."

All roads lead to Kate

The spot, entitled "A date with Kate" opens with our first Kate. She is wearing cobalt pants and white Kate leather loafers as she reads a book entitled "Kate" while sitting next to a black Tod's purse.

A ballroom-jazzy trumpet-laced soundtrack is playing in the background as the first Kate receives a text from another Kate. The Kate theme is anything but subtle, as this is a celebration where every woman has something in common in terms of her name, but can celebrate their own individuality by sporting products from the new collection differently.

Three different Kates, three different styles

And each Kate seems to have quite a bit of fun while doing so.

The shot cuts to the first Kate, presumably on her way to meet other Kates, biking in the Piazza Borghese in Rome. Then viewers then meet second Kate.

The second Kate is in a jean ensemble, wearing Gommino driving shoes in pink, which are also from the new collection. She begins to walk her English bulldog, but the dog refuses to budge or continue walking down the Rome street, leading Kate to ring her friend's intercom as she happens to be in front of her friend's building.

Viewers meet the third Kate who is sitting in a circle, smiling jovially as she looks at more than a dozen pairs of Tod's shoes. She runs her fingers over her shoe collection, looks out her window, and then welcomes her friends, and Kate's dog, into the building.

Together, the three Kates sit on the couch in disparate pairs of Tod's shoes, as the dog casually looks on. The three friends begin to video chat with a friend who greets them by their shared name.

The vignette ends with all of the Kates sitting together happily, easily showcasing their shoes for viewers.



Kate could not let her dog miss out on all the fun. Image credit: Tod's

The short film offers the message to viewers: with Tod's new collection, anyone can go on a date with Kate. Any consumer can make the Kate collection their own.

Some of the shoes prominently featured in the spot are the Kate loafers and Gommino driving shoes in leather, which also come in different colors and materials on the Tod's website. Other available products include slide pumps, Kate pumps, slip-on shoes, sneakers, sandals and more.

Always a story

Similar to many other brands, Tod's often implements eye-grabbing spots and the use of storytelling in hopes of gaining consumer attention.

In 2019, Tod's supported consumers who let their feet do the wandering in a new adventurous series that blends influencer and user-generated content. Dubbed #FollowMyRide, Tod's campaign touts its Gommino design and exemplified free thinkers and adventure seekers as their passion drives them throughout all different types of motion ([see story](#)).

Tod's looked to gain clout in China through a partnership with macro influencer Mr. Bags. Per a report on Women's Wear Daily, Tod's collaborated with Mr. Bags on a limited-edition unicorn bag. The influencer is known for widely popular joint limited editions with brands and has also often worked with Tod's in the past ([see story](#)).

"This spot shows the product in its movement, assortment and functionality," Ms. Smith said. "Everyone is thinking about re-entering the way we lived prior to the pandemic so the thought of having places to go, moving freely, wearing what has already existed in our closet as well as adding new items is definitely a vision that we all have."