

APPAREL AND ACCESSORIES

Tod's dances through emotions in sonic short film

September 22, 2021



Nanase Nishino dances through Tod's "Sound of Emotions." Image credit: Tod's

By KATIE TAMOLA

Italian fashion house Tod's is dancing into the wide world of emotion in a new film series.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The campaign, featuring the brand's fall/winter 2021/2022 women's collection, follows Japanese actress and model Nanase Nishino as she dances her way through different emotions and life experiences. Tod's "Sound of Emotions" is a testament to fashion at its core: a means and symbol of expression.

"The video takes you on a long journey to showcase how every step that is taken provides an emotion or feeling," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York.

"When you see the individual videos that are emotion specific, it allows the viewer to hone in on specific shoes from the collection in that moment," she said. "It's a fun series of transformative videos that take you on a journey.

"I think the message in this film focuses on the fact that footwear is an integral part of not only our style, but also illustrates whatever emotion you are bringing into the rooms that you walk in."

Best foot forward

The hero film, which highlights every emotion experienced, opens with Ms. Nishino strolling through the outdoor hallway of an auditorium. She wears an elegant salmon cropped shirt with a sash, a blue and gray two-tone midi skirt and light pink pair of shoes.

The first sounds heard are her clacking shoes, as she suddenly slows down to listen to the sounds of her own outfit more closely.

"My footsteps are my voice," she says as she stretches one foot in front of the other.

Tod's relies on the sounds of music and dance to express emotion

The shot then cuts to the actress on a stage in front of a large jazz band playing the ultimate soundtrack for her triumphant and subsequent tap dance. She continues to dance and strut onstage, as the camera pans to the legs of other dancers with only their new shoes visible.

In the audience, models hide and recline behind the seats, only lifting their feet to showcase looks from the new collection. The emotion of this scene is unbridled joy.

As Ms. Nishino goes behind a curtain, the emotion of the scene shifts to anger.



Tod's reveals feelings through footwear. Image credit: Tod's

From their legs down, two people are seen stomping their feet on rose petals as a moodier soundtrack plays. The actress is then scene sitting alone in an auditorium looking dismayed before dancing down the aisles in an all-black ensemble, stomping her black loafers defiantly.

"I believe the messages being expressed include a shoe for every occasion introduced through emotions, a style for every situation as shown in several locations, and the materials, colors and textures that allow every person to express their own character no matter their chosen livelihood or sexual orientation.," said Rebecca Miller, founder/CEO of [ARTful Communication](#), New York.

After she takes a large step, the scene changes into a sad one. Other models are shuffling slowly in a hallway and Ms. Nishino, wearing a long taupe coat and brown boots, sits pensively alongside a drummer.

This story, however, has a happy ending.

Ms. Nishino rises and once again dances down the main aisle before the stage. Just as she is about to step up, her shoes transform into a pair of small scarlet heels.

The final emotion is happiness, as the curtain descends and Ms. Nishino and a counterpart dance in unison.



Tod's captures different emotions through footwear. Image credit: Tod's

She then dances back down the aisle, out of the auditorium, happily jumping, dancing outside where she originally began.

The last shot is a closeup of her dancing in the four disparate pairs of shoes, each a symbol of the different emotion the protagonist felt as she wore them joy, anger, sadness and happiness.

"The campaign provides an entertaining venue on how to potentially maximize the enjoyment of each style by letting their' personalities become an extension of your' personality, your mood, your emotions, your desires, your frustrations in short, your life," Ms. Miller said.

Once more with feeling

The Tod's campaign also includes four shorter vignettes, one for every emotion Ms. Nishino her way through. The effort is the latest example of how luxury brands draw connections between fashion and self-expression.

This month, British department store chain Harrods illustrated the beauty of expression with a vibrant new short film starring poet, trans-visibility crusader and model Kai-Isaiah Jamal.

In a short film, the poet transverses through Harrods as the iconic store transforms into a playground of expression, showcasing new looks from popular luxury brands. Directed by award-winning filmmaker Iggy London in partnership with production house Iconoclast UK, the film is an ode to the fun of fashion-based freedom freedom to wear what you want, and to be whomever you wish to become ([see story](#)).

In July, Prada-owned fashion house Miu Miu leaned into power and boldness of women for its fall/winter 2021 campaign starring actor and brand ambassador Emma Corrin.

To promote the collection, the Italian brand released a series of short films where "The Crown" actress reads aloud anecdotes, recollections and remembrances that recount intimate memories, both true and fictional ([see story](#)).

Luxury brands, including Tod's, continue to produce emotional campaigns that do not just showcase products, but also tell a story.

"When you're happy, angry, hesitant, etc., the weight of your step becomes indicators to those that are watching you," Ms. Smith said. "Seeing the shoes reflect these emotions in various styles and in different ways brings this point home in a luxurious way."

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.