

APPAREL AND ACCESSORIES

Tod's celebrates holidays with a cast of party animals

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Tod's celebrates the holidays with its house icon. Image credit: Tod's

By LUXURY DAILY NEWS SERVICE

Italian fashion brand Tod's is getting ready for the holidays with the help of some furry friends.

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"Tod's Roaring Holidays" features a lion family wrapping and opening their Christmas presents together. The animated short is a charming nod to the house's heritage.

Tod's celebration

The film goes inside the lions' den, with a family lounging around a Christmas tree. One is even laying on the fireplace mantle, wrapped in a wool scarf.

A flash of wrapping paper serves as a transition, and the next scene offers a point-of-view shot of the lions wrapping each other's gifts by paw with the help of some holiday magic too.

Christmas in the lions' den

The gifts include crossbody bags with the classic T buckle, bracelets, belts, sunglasses, cardholders, boots and wool driving shoes. Many of the products are gingerly shown up close, putting the luxurious textures on display.

The film ends like it begins, with the family of lions enjoying the warmth of the holiday, surrounded by their gifts.

For holiday campaigns, many luxury brands will feature a range of products from more accessible items to higher-end pieces while referencing their history and tradition.

French fashion label Louis Vuitton invited shoppers to learn about its house codes through an imaginative 2021 holiday campaign.

"Louis Vuitton's Holiday House" starred French actor and house ambassador Stacy Martin as she wanders through an enchanted home with surprises around each corner. The film's engaging storyline, which relied on magical realism, celebrated the joy of giving and gathering ([see story](#)).

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