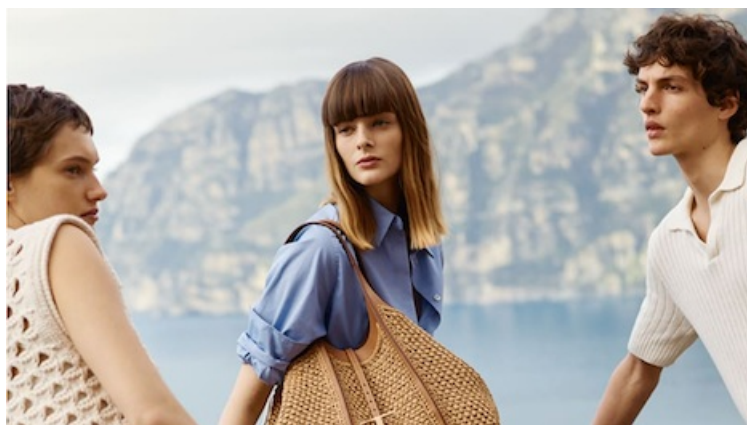


APPAREL AND ACCESSORIES

Tod's casts Italy as main character in new collection campaign

February 14, 2022



In Tod's new campaign for the spring-summer 2022 collection, the star of the show is Italy. Image credit: Tod's

By KATIE TAMOLA

Italian fashion label Tod's is highlighting the idyllic and stylish world of its home country in its latest campaign.

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

"Under the Italian Sun" reveals looks from the spring/summer 2022 collection, following jubilant models as they travel through the picturesque setting in their soft shades and chic looks. The short film encapsulates the timeless and versatile style of the brand and the eternal enjoyment found in Italy.

"Tod's is a brand dedicated to craftsmanship, with a deep technical know-how but also an astute positioning in the heart of Italian culture," said Thoma Serdari, director of fashion and luxury MBA at [NYU Stern](#) and author of *Rethinking Luxury Fashion*, New York. "The new campaign mixes the colors, sounds, visuals and all types of sensorial stimulation one gets in Italy, especially on the coast during the summer.

"The people who are depicted in the campaign could be from the 1960s or they could also be contemporary," she said. "Therefore, in addition to craftsmanship, beauty and quality, the new campaign speaks of timelessness."

Italian bliss

"Under the Italian Sun" begins with Tod's brand emblem superimposed over a calming body of water. The title then flashes across the screen, with the subtitle of "An afternoon of bliss."

The afternoon is indeed quite blissful, as a cast of stylish, happy models are introduced.

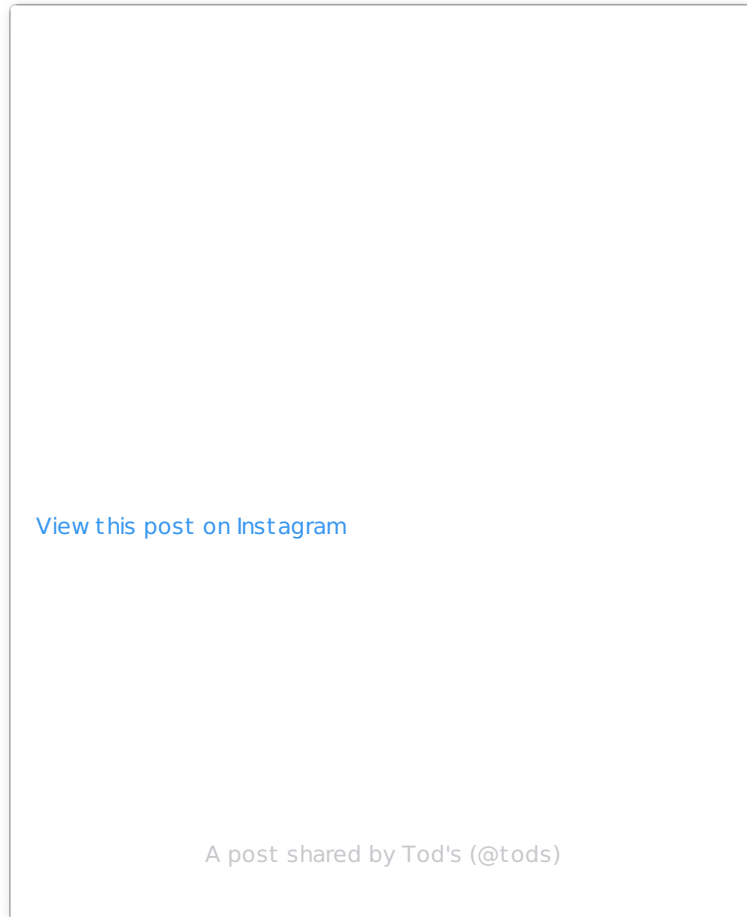
Under the Italian sun, there is joy, fashion and bliss

The cast may include models fashioning cream button-down shirts and trousers, scarlet loafers and small handbags, but the star of the show is Italy.

The models traverse Italian neighborhoods on foot, bikes and Vespas. The true beauty of Italy is evident in every detail as models pick apples off of trees and sit by the coastline.

The modeled collection features soft and neutral colors, symbolic of the idyllic and calming feelings of the campaign and Italy elicit.

Tod's house codes including unbridled joy, peacefulness and craftsmanship permeate through the entire campaign.



"Tod's is weaving an unmistakable ethos that resonates with those who want to infuse their life with a dose of optimism and a dose of insouciance," Ms. Serdari said.

The vignette ends with a man diving off a boat boasting the Italian flag, encouraging viewers to find their next source of joy.

Innate elegance

Tod's is renowned for its elegant and joyful advertising efforts.

Last year, the brand invited consumers to a fun meeting of "the Kates" in an effort for a new footwear collection.

The vignette introduced audiences 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, ultimately coming together and shopping the new collection, aiming to inspire the same plan of action from consumers ([see story](#)).

The brand intends for its customers to feel good wearing Tod's products, and to remember the importance of having fun.

In 2019, Tod's lent support to consumers who let their feet do the wandering in an adventurous series that blended influencer and user-generated content. Dubbed #FollowMyRide, Tod's campaign touted its Gommino design.

The series exemplified free thinkers and adventure seekers as their passion drives them throughout all different types of motion ([see story](#)).

"Tod's latest ad maintains the aspirational character of a series of dreamy situations on the boat, on the Vespa, by the sea, under the lemon trees, etc. and manages to showcase Tod's products in a very down-to-earth and reliable solution that contributes to making life memorable and fun," Ms. Serdari said.

"Let's not forget that the brand has always infused its products with an innate elegance," she said. "What the viewer perceives in this campaign is an escape to a bountiful place that remains timeless and products that can add inspiration to everyday life no matter where the consumer actually is."

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.