

APPAREL AND ACCESSORIES

Chiara Ferragni spotlights Tod's footwear amidst family fun

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Influencer Chiara Ferragni stars alongside her sisters and mother in a new spot for Tod's. Image credit: Tod's

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Italian fashion brand Tod's is making fashion a family affair in an idyllic new spot.

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The short film follows Italian influencer and entrepreneur Chiara Ferragni as she converses and enjoys life with her mother and sisters. Each family member also fashions the iconic Gommino shoe, a chic and physical symbol that represents the enjoyment shared as well as their familial bond.

"This is a bright, cheerful, and very effective spot in communicating the value of Tod's loafers for three generations of women in one family," said Thoma Serdari, director of fashion and luxury MBA at [NYU Stern](#) and author of *Rethinking Luxury Fashion*, New York. "Different colors of shoes serve different tastes but also different times of day and occasions."

"Tod's is a brand that values its Italian heritage, family and beautiful environments," she said. "The film, even though very brief, touches on all of these with success."

The family Gommino

"Tod's Generations. A Family Story" starts with Ms. Ferragni walking outside a villa on Lake Como, surrounded by flowers.

This is her most recent appearance modeling in a Tod's campaigns. Ms. Ferragni also joined the Tod's Group board of directors last year ([see story](#)).

In this family, wearing the same shoe is encouraged.

The influencer dons a chic tri-color dress, an orange Tod's handbag and mustard Gommino shoes. She walks down cobblestone steps to a soundtrack of swing-music instrumentals.

The shot cuts to one of Ms. Ferragni's sisters, Valentina, wearing an emerald dress with matching emerald Gommino shoes, greeting their mother inside the house.

Valentina then greets Chiara outside on the lawn, where the two link arms and joyfully approach their other sister,

Francesca, lounging on a chair.

Chiara then presents Francesca, who is wearing red Gommino shoes, a miniature pair of the same style a perfect gift for the next generation of Ferragni fashion lovers.

Then, Chiara retreats to her villa to change into an ivory pair of Gommino loafers before meeting her sisters and mother outside of the home.

Now, everyone in the family gets to enjoy the beloved footwear. The four laugh together, as their love for one another and fashion is palpable.



Chiara Ferragni and her family for a new Tod's footwear campaign. Image credit: Tod's

The Gommino, in line with the inviting and idyllic feel of the short film, represents the quality inherent in an Italian lifestyle.

The shared footwear, especially the miniature pair of Gomminos, is a playful nod to Tod's communal ethos as well as the brand's ability to be an integral part of something delightfully emotional and shared.

Family fun

Tod's is the latest luxury label to enlist a famous family in a campaign for a sense of warmth and authenticity.

French fashion house Lanvin highlighted its own familial bond with the winter 2014 advertising campaign, which stars model Edie Campbell and her relatives.

To introduce the campaign, Lanvin filmed a three-minute video of the family members interacting with each other through a stand-alone door. This floating house door acts as a playful metaphor for the maison, which was founded by a woman dedicated to making clothes for her daughter ([see story](#)).

Italian fashion brand Fendi has gathered famous families for its ongoing Peekaboo campaign.

The campaign has featured personalities such as Kim Kardashian along with her mother Kris Jenner and daughter North West, as well as South Korean singers and sisters Jessica and Krystal Jung and American sisters Chloe and Halle Bailey, known as R&B duo Chloe x Halle. The campaign emphasizes the importance of family and the relationships built between women, reflecting Fendi's own familial ties ([see story](#)).

Similarly, by extending its relationship with Ms. Ferragni, Tod's is hoping the mega-influencer will boost its appeal among social media-savvy audiences.

"The trick for every luxury brand is to be able to reach the younger consumer," Ms. Serdari said. "Tod's manages to do that as it portrays the next generation of consumers in a fashion forward, colorful and very stylish environment where the loafers belong perfectly by offering that extra pop of color."