

APPAREL AND ACCESSORIES

Tod's illustrates sporty elegance with new menswear collection

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Regardless of wherever the models venture or what they wear, the short film melds the natural rustic feel of Italy with pieces that are both sporty and elegant. Image credit: Tod's

By KATIE TAMOLA

Italian fashion label Tod's is hypnotizing consumers with a dreamy new spot showcasing its spring/summer 2023 men's collection.

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With chic touches in every piece, from leather jackets to slacks, the campaign tracks several men modeling looks while traveling throughout the country. The vignette reflects the brand ethos, putting forth the modern Italian man a fashionable pillar of confidence.

"The new Tod's menswear campaign video is very effective in giving the viewer an overall impression of the brand's positioning and values," said Thoma Serdari, director of fashion and luxury MBA at NYU Stern and author of *Rethinking Luxury Fashion*, New York.

"This is a campaign that has moved away from the typical male model and features a diversity of types and ethnicities that are subtly represented in the different profiles and skin colors," she said. "Therefore, Tod's is a global luxury brand that takes inspiration from its country of origin but addresses the contemporary luxury consumer, wherever he may be."

Shapes of style

"Shapes of Italy" is not only an ode to Tod's Italian sophistication but also a celebration of the many forms that fashion takes from collared shirts all the way down to one's shoes.

A heavy focus on footwear is immediately established, as the vignette opens with a shot of olive suede loafers with the metal "T" timeless buckle, in the middle of each shoe, set to a simple, relaxing soundtrack.

Tod's melds masculinity, nature and elegance for the spring/summer 2023 campaign

Suddenly, two men are seen staring out intensely, one wearing a striped cardigan and the other a striped sweater.

An expansive shot of verdant Italian hills is then shown, as the collection is formally introduced.

The collection, designed by creative director Walter Chiapponi, is modeled in several different places including fields, and sitting areas on on motorcycles.

A stylish approach to the outdoors is woven throughout the campaign, as models are seen on the go, with tote bags in tow, including Tod's Di bag.

Some notable pieces include an olive jacket available in medium and long lengths, a leather jacket, sweaters and jackets with disparate stripe motifs, a mustard button-up shirt with a rope pattern and matching shorts, among other looks.



The campaign has a heavy shoe focus. Image credit: Tod's

Several disparate shoes are highlighted, including the new Tod's Double Strip shoe; additional loafers with a metal T Timeless buckle; and the T1 sneakers in disparate colorways.

Regardless of wherever the models venture or what they wear, the short film melds the natural rustic feel of Italy with pieces that are both sporty and elegant.

Authentically Italian

As often is the case with Tod's, everything circles back to its home country of Italy.

Last month, Tod's celebrated its roots and the passion for quality and pleasure that make up Italian life.

From the love of cuisine and art to celebrating traditions and culture, the Aria d'Italia project tells the personal and professional stories of Italian artists, entrepreneurs and craftspeople through eight keywords: joy, pleasure, craftsmanship, timelessness, boldness, passion, imagination and heritage ([see story](#)).

In February, Tod's highlighted the idyllic and stylish world of its home country in a campaign.

"Under the Italian Sun" revealed 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 ([see story](#)).

The latest short film provided a portrait of modern Italian style for men, which is the foundation on which Tod's is built.

"The spot's title 'Shapes of Italy' can be interpreted on many levels throughout the campaign," said Ms. Serdari.

"It refers to the shapes of Italy as these are seen in the Italian landscape but also in the manmade environment, industrial buildings and roads; Italian artifacts, motorcycles and of course apparel, fashion, and footwear; the human experience, itself shaped by the landscape and the local pace of life in the countryside; and finally the people."