

APPAREL AND ACCESSORIES

Tod's produces textbook autumn in new collection vignette

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The latest vignette from Tod's opens with a thoughtfully selected autumnal-themed color palette. Image credit: Tod's

By KATIE TAMOLA

Italian fashion label Tod's is taking a room and making it its own fall escape in its new seasonal campaign.

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Channeling contrasting aesthetics for the fall/winter 2022-2023 campaign, Tod's presents the new offerings in a dreamy, intense short film. As is with all things Tod's, every ounce of the video holds its signature Italian style and sophistication, highlighting the immense value the brand places into each of its offerings.

"Tod's brand, like the video, interprets and celebrates the cultural changes and those who stand out for their authority, style and character," said Chris Ramey, CEO of [Affluent Insights](#), Palm Beach.

All of the staples

The latest vignette from Tod's opens with a thoughtfully selected autumnal-themed color palette, with the brand name appearing in a white text overlay set to an orange background.

Suddenly, a model walks into the frame, wearing a long, quilted brown jacket. Spliced with quick shots of her in black and white with disparate camera angles, the film takes on an artsy feel.

Tod's presents an autumnal escape through fashion

The shot then begins to zero in on certain fall staples: white loafers, an orange bag, a black blazer and more.

The carefully crafted assortment of colors feels palpable and rich with a seasonal change.

Disparate angles show the model walking from side to side of the small room, fashioning disparate looks. She is not trapped in the small room, but instead putting on an intimate fashion show for viewers.

Other items she showcases include beige boots, a small tan handbag, a brown sweater and more.

Cycling through disparate looks, her penultimate ensemble finds her in a black leather jacket, a skirt and knee-length black boots, complete with a small Tod's black handbag.



Some new arrivals in the men's vertical include a Tod's quilted overshirt in green. Image credit: Tod's

Although showcasing the women's collection, designed by Walter Chiapponi, Tod's creative director, consumers can also find the shoppable men's collection along with the womenswear that was featured in the film on www.tods.com.

Some new arrivals in the men's vertical include a Tod's quilted over shirt in green, brown cashmere blend pants, a green Tod's zipped cardigan, a brown Tod's shopping bag in leather, among several other offerings.

Italian elegance

Tod's is continuing to foster its essence of sophistication and elegance in every one of its campaigns. Through every push, it reinforces its classic Italian approach in maintaining fashionable excellence.

Earlier this summer, Tod's went sporty in hypnotizing consumers with a dreamy spot showcasing its spring/summer 2023 men's collection.

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 ([see story](#)).

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

"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 ([see story](#)).

Although its latest push does not project the idyllic landscapes of Italy, but instead a woman in a small room, the Italian essence and its brand's sophistication is still woven throughout the entire offering.