

APPAREL AND ACCESSORIES

Tod's travels back in time for fall/winter 2023

July 19, 2023



Featuring gender-neutral fashion and details dreamt up by creative director Walter Chiapponi, the brand's pre-fall 2023 campaign is now live. Image credit: Tod's

By EMILY IRIS DEGN

Italian fashion label Tod's is out with an autumn-inspired advertising slot.

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

Featuring gender-neutral elements and details dreamt up by creative director Walter Chiapponi, the brand's pre-fall 2023 campaign is now live. Garments inspired by 1970s sartoria meet midcentury modern aesthetics, encircling a creative treatment grounded in brand heritage.

Italian musings

Neutral shades, outerwear, loafers, bags and other ready-to-wear essentials come together in Tod's pre-fall lineup.

The selection is intended to evoke visions of Italy's famous tailoring shops, featuring warm tones and vintage cuts. Versatile masculine and feminine elements appear throughout the streamlined looks.

The brand's advertising campaign splits casting and camera frames down the middle.

Walking through Napoli's terraces, four models sport Tod's fall pieces

Therein, two men and two women model the collection, carrying a blended narrative while swapping places periodically. Parties exchange words and objects with one another.

Napoletano architecture serves as the video's setting, the two pairs modeling both the collection and the Italian lifestyle among terraces and art-covered rooms.

At one point, a woman walks downstairs toward the edge of her frame where the man takes over at his frame's edge. The camera pans to his feet as he descends down a set of stairs, providing an uninterrupted transition that plays off the film's format.

Together, Danish model Mona Tougaard and French models Alix Bouthors, Clément Chabernaud and Thibaud Charon illustrate Tod's brand position, vouching for its place in women's wardrobes, men's closets and, according to the Naples-dominant visuals, the closets of those who live in leisure. Deliverables are undeniably infused with the

heritage of Tod's home country.

The label has made this move many times before, often turning toward its history for marketing and design inspiration.

Framed by a splendid mix of architecture and Italian design, the #Tods Pre-Fall 2023 collection is the expression of modern elegance. Watch the video and discover more at:

<https://t.co/hct9WfMYkc>

Tod's Creative Director: Walter Chiapponi #TodsFW23 pic.twitter.com/DYK7WhYU3B

Tods (@Tods) [July 9, 2023](#)

In April 2023, the maison debuted the "On the Italian Roads" advertising campaign, which showcased that year's spring/summer collection. Venturing around lush hills, flower fields and, eventually, the sparkling coast, a group of friends don Tod's apparel and set out on a summer exploration ([see story](#)).

Late 20th-century styles were also incorporated in this instance, the campaign's central bright orange van appearing as though shots were straight out of the 1970s. A recently-released second chapter hones in on products like the T Case Bag, a key player in its latest pre-fall collection.

Aside from the \$2,645 Tod's T Case Boston Bag in Leather Small inclusion, another bag enters the spotlight for autumn. Reimagined for the new assortment, the Tod's Di Bag Bucket Bag in Leather Mini with Drawstring retails for \$2,525 and comes in three colors.

Other products presented include the Over Coat in Wool, Loafers in Suede and Loafers in Leather, each priced at \$3,645, \$795 and \$895, respectively. Though loafers are a Tod's signature, new renditions now are adorned with horsebit details.

Last call

This autumnal gesture is among the last of Mr. Chiapponi as creative director.

[View this post on Instagram](#)

A post shared by Tod's (@tods)

The impending departure will culminate in a presentation currently slated for Sept. 22, 2023 ([see story](#)). During Milan

Women's Fashion Week, Mr. Chiapponi will show his spring/summer 2024 creations amid final farewells.

The artistic lead is the mind behind many Italian-centric expressions put out by Tod's, joining a number of cinematic, art-driven campaigns rendered possible during his time at the house ([see story](#)). Given his resume, Mr. Chiapponi's influence over pre-fall 2023 storytelling becomes increasingly clear with every glance.

© 2023 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.