

ADVERTISING

## Tod's launches Italian Modernism multichannel autumn/winter campaign

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By RACHEL LAMB

Italian leather brand Tod's released its fall/winter 2012 multichannel advertising campaign that features images of the ideal male and female customers who mirror the brand DNA.

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**Luxury Daily**

The campaign was taken by photographer Michelangelo Di Battista and features separate men's and women's collections that characterize the Tod's customer. The campaign almost certainly will be featured in luxury-focused publications and via digital efforts.

"This campaign is interesting because the elegance of the photo and styling of the items included leaves a sense of Italian inspiration behind," said Dalia Strum, president of Dalia Inc., New York.

"This campaign brings Tod's back to its original heritage, with touches of modernism," she said.

Ms. Strum is not affiliated with Tod's, but agreed to comment as an industry expert.

**Tod's** did not respond before press deadline.

Head over heels

The campaign is based on Italian Modernism and is set in the backdrop of a café.

There are two new women's advertising shots at the counter of a bar. The copper and steel of the backdrop offsets details in the bags and shoes shown on the models.



*Women's campaign shot*

The collection is made up of products with unexpected volumes, warm colors and fluid lines, per the brand.

The mood of the campaign, which the brand describes as “surreal, almost dreamy mood characteristics,” define the Tod's DNA.

Meanwhile, men's shoes are the stars of the male campaign shots.

The uniqueness and versatility of the Tod's male is reflected in the collection, which features high-quality, precious materials of the modern customer, per the brand.



*Men's campaign shot*

The background of these shots seems to be the same café as the women's campaign images.

In the past, Tod's has pushed its ads in publications such as Vanity Fair, W and Vogue, so it is likely that these ads will make an appearance in similar magazines.

Tod's has also paired its print ads with email, social video and mobile efforts.

National pride

Luxury brands are often using their heritage for ad campaign inspiration.

Connecting with a brand's heritage can help to portray DNA and give the brand an exotic, exciting feel that makes it seem approachable.

For example, Italian fashion house Dolce & Gabbana emphasized the effortlessly chic style associated with Italian female cinema stars in its ad campaign for spring/summer 2012.

The campaign was inspired by Italian beauty, tradition and cinema, according to the brand ([see story](#)).

Also, British fashion giant Burberry is using hometown London as inspiration for its autumn/winter 2012 campaign starring Roo Panes and Gabriella Wilde.

The campaign was shot at the Royal Naval College in Greenwich in London and is entirely in black-and-white ([see story](#)).

“Affluent consumers are going back to their past luxuries, which includes indulging in magazines,” Ms. Strum said. “For luxury brands to reach their target market, they need to be present on the outlets where affluent consumers are located.

“The overall feel from this campaign is a sense of luxury and elegance, which resonates with the target market,” she said.

Final Take

*Rachel Lamb, associate reporter on Luxury Daily, New York*