

INTERNET

Tod's goes with new social video for collection display

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By RACHEL LAMB

Footwear designer Tod's partnered with LVMH Moët Hennessy Louis Vuitton's Nowness blog to publish its Electric Signature video that depicts the image behind the Signature Collection.



The collection includes shoulder bags, totes and clutches in different colors. The video was first published on Nowness, but is also available on Tod's Facebook page, YouTube account and Web site.

"This strategy is interesting as Tod's is typically known as a conservative company," said Dalia Strum, president of Dalia Inc., New York. "It is 'letting its hair down' with this video.

"The value of collaborating with Nowness is to celebrate this iconic brand by displaying the innovative nature of this artistic approach in a luxurious manner," she said. "Tod's has embraced the digital era with with bold colors and pulsing lights that reflect off the products mixed with electronic music to create a futuristic association.

"Marketers are starting to recognize the value of visual storytelling through interactive video, with a hint of hyper-modernness."

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

Tod's could not respond before press deadline.

It's electric

Electric Signature was created by avant garde artist Bart Hess. It is in black-and-white except for the colors in the Signature Collection bags.



Video on the Web site

The video features electronic music and strobe lights with geometric shapes.

Embedded Video: http://www.youtube-nocookie.com/embed/FsxWYSBXsO4?list=UUAoSrfU_naDYSN4hVEaP8bg&hl=en_US

“The video sets out to recast people’s perception of the brand,” said Elizabeth DeMaso, managing partner at Brenes Co., New York.

“It is clearly an attempt for Tod’s to express a more contemporary point of view and appeal to a younger, hipper customer,” she said.

Tod’s Signature Collection combines new production techniques with the traditional brand artisanal craftsmanship.



Tod's Signature Collection

The effect embossed on the leather matches the perception of a precious design and strongly identifies the signature of a style that is precise and consistent with the Tod’s

image, according to the brand.

Signature move

Social video is becoming one of the main marketing channels on social media, especially to push a specific product or collection.

For example, Tod's used channels including print, social video and Tumblr to market its new capsule collection called Tod's No_Code, a collaboration with Jefferson Hack.

Tod's No_Code is a more modern, urban and edgy departure from typical Tod's collections. The campaign is an evolution of the Tod's usual lifestyle in that it is more contemporary and artistic, per the brand ([see story](#)).

Also, Italian label Gucci captured the appeal of life in Hollywood from a celebrity's point of view in a short film featuring Premiere fragrance ambassador and actress Blake Lively.

The video shows the life of a character played by Ms. Lively who by day is a working actress, but by night is a glamorous socialite. Gucci, similar to its fellow fashion houses, is likely using a fragrance video to act as an entry point for affluent consumers as well as a lifestyle piece for its consumer list ([see story](#)).

Social video is a good way to get consumers to pay attention to the brand on a well-populated space.

However, brands must be careful that the videos align with the brand image and what the company is trying to say about themselves or the product.

"Social videos are increasing in popularity as a method of attracting attention by exploring and promoting brand creativity," Ms. DeMaso said. "Nowness is a great place for a video like this to live and be appreciated as it combines luxury and artistic expression.

"While it is a compelling piece of video, there is the risk of alienating current loyalists who tend to be an older, more traditional clientele," she said.

Final Take

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