

INTERNET

## Tod's showcases craftsmanship to push D.D.Bag

March 25, 2013



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By TRICIA CARR

Leather goods maker Tod's is flaunting the new D.D.Bag in a video that brings awareness to its design process as well as the brand's Italian roots.

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**Luxury Daily**

The animated film by Italian artist Mauro Seresini shows butterflies that are born from pattern paper and brings viewers along as the insects gather tools to make handbags. Tod's has promoted other handbags through video last season, but with different approaches.

"Videos that playfully show how handbags can be used as appropriate and matching accessories and how they might go with a certain activity might be more useful," said John Casey, founder and director of [FreshFluff](#), New York.

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

[Tod's](#) was not available for comment before press deadline.

Time flies

Consumers can view "Tod's D.D.Bag - The making of an icon" on the brand's Web site and social media channels.

The two-minute video begins as a paper butterfly is removing itself from a larger piece of pattern paper. Other butterflies join it and fly over a city that constructs itself from the pattern.

The color scheme of the video is white, pink and brown pastels. It is set to music.

The first stop is Rome's Pantheon where a butterfly finds a gold needle hidden in the sculpture of a fountain. Another needle is found at the Piazza di Spagna.



*Video still*

The butterflies travel to other Italian cities such as Venice, Tuscany and Capri to gather more supplies to make the handbag.

At one point in the video, the butterflies find a Tod's handbag and take the handles and logo from it.



*Video still*

Towards the end of the video, the paper butterflies begin to construct the handbag. They sew and engrave the leather.



### *Video still*

The finished product is shown followed by the Tod's logo.

Embedded Video: <http://www.youtube.com/embed/n3xxw4rt7NE>

### D.D.Bag video

The brand describes the video on its YouTube page as “a dreamy and romantic fantasy designed to express the artistry of Made in Italy that lies at the heart of Tod's leatherwork.”

The D.D. bag is available in small for \$1,425, medium for \$1,595 and large for \$1,845. Colors include white, orange, blue, black and brown.

### Video baggage

The label's previous videos to push different handbags seem to use unique selling strategies.

For example, Tod's pushed its fall/winter 2012 Miky Bag via an animated social video that appeals to affluent consumers' practicality.

The 60-second video continuously pans to the right to show a string of everyday situations during which the Miky bag can be used ([see story](#)).

In contrast, Tod's released a flashier video campaign around the same time to push items from its Signature Collection including shoulder bags, totes and clutches in different colors.

The brand partnered with LVMH Moët Hennessy Louis Vuitton's Nowness blog to publish the "Electric Signature" video that depicts the image behind the collection. It was created by avant garde artist Bart Hess and features electronic music and strobe lights with geometric shapes ([see story](#)).

Depending on the audience the brand wishes to reach, luxury marketers should tweak their video strategy for each effort.

For instance, Tod's could have livened up its video if it wanted to reach a younger, female demographic, per Mr. Casey.

“[The video] is nicely animated, light and airy, so perhaps it conveys these attributes of the

bag,” Mr. Casey said. “I’m not sure potential buyers care as much about the artisanal design and craftsmanship as much as they might care about how the bag would look with a certain outfit or its functionality.”

Final Take

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