

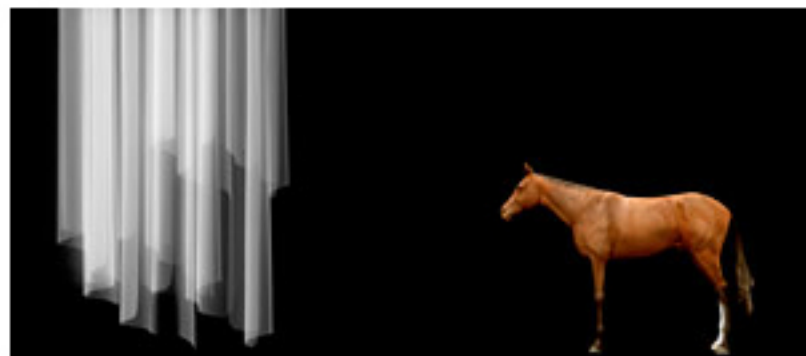


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DESIGNER UPDATE

Getting Animated With Tod's

September 24, 2008 10:57 am



When Tod's screens *Pashmy Dream*, the short film directed by Diego Della Valle pal Dennis Hopper and featuring the campaign star, [Gwyneth Paltrow](#), at a dinner in Milan tonight, the

crowd will be strictly friends-of-the-brand. But come tomorrow, the six-minute movie will be available for download on the brand's [Web site](#) along with, among other things, the installation by art director Felice Limosani that greeted editors and retailers at the label's presentation. The first part of *Horsing Around* looks like a movie itself, but it's actually an animation of many hundreds of drawings, 24 per second to be precise. Why animate a horse? Tod's Claudio Castiglione explained, "First, there are the saddlery details in the new collection; then there's the fact that the drawings are all handmade, like our products; finally, it's a reflection of how modern the brand is. We could've photographed a horse, but instead we used technology to animate it." Got that? In other news, the company has added sterling silver and leather jewelry to its lineup.

—Nicole Phelps

Photo: Courtesy of Tod's