



G.H. BASS & CO.  
EST. *Bass* 1876  
MAINE, USA

## The Full Service

The Full Service and G.H. Bass have joined forces for a new campaign, focused on their range of **too-cool-for-school** footwear.

All hail the mod!

Sometimes, a fashion trend just sticks. It becomes iconic, melts into the social consciousness and digs its heels in. This is what happened with the G.H. Bass shoe. The shape, the look, it's the ultimate wardrobe item for the mod.

And this 2018, with a troupe of beautiful misfits and a contemporary, yet timeless aesthetic, The Full Service created a G.H. Bass campaign that will reinforce the product's fashion status once again.

Russell Weaver, Creative Director of The Full Service says: "It was fantastic to work with such a cool brand. They're a truly classic piece of fashion, and with this in mind we decided to go super simple with the narrative. We didn't want to overcomplicate it, we wanted to let the shoes and the cast do the talking."

Photographed by Tom Hoops from Tonic Reps, the storyline takes us through the streets of London, following a group of fashionistas and their footwear. But the range doesn't just show off the golden oldies, there's some new kids on the block to feast your eyes on too!



A G.H. Bass representative says: "We didn't want to reinvent the shoes or brand, but we knew that we wanted to place them in today's setting and a London location - in keeping with their strong heritage. I feel like we really achieved this, the film and stills are quintessentially mod, yet somehow fresh, just like the shoes."



This is a project that nods to a strong London legacy and a timeless look, but struts into the now with originality and a contemporary aesthetic. So, take a look if you want a healthy shot of shoe and fashion inspiration.

But let's be clear, it's not a come back, the Penny Loafer **never** left.

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