

COMMERCE

Stuart Weitzman updates customization effort for fall with boot option

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Stuart Weitzman's Highland boot

By STAFF REPORTS

U.S. footwear label Stuart Weitzman is extending its popular customization program SWxYou for the fall/winter 2014 season.

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Launched on Sept. 22, Stuart Weitzman's SWxYou: Best Boots program features its stretch suede thigh-high Highland boot and a new version, the Lowland. The sought-after program allows consumers to be part of the design process exclusively on the Stuart Weitzman Web site for a two-week period.

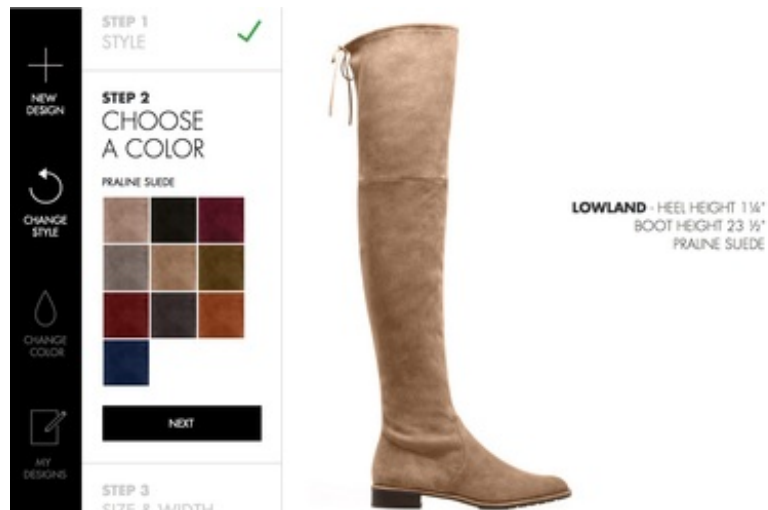
SW's boots were made for walkin'

Each season, Stuart Weitzman updates its SWxYou program to align with consumer demand and style trends.

In August, Stuart Weitzman presented consumers with the ability to design their own perfect pair of pumps. The online design options allowed consumers to envision their ideal heel and gave aspirational enthusiasts an opportunity to interact with the brand ([see story](#)).

For Fall, which marks the brand's fifth installment of SWxYou, consumers can design the

heeled Highland boot or the flat Lowland. The Highland, introduced last fall was so popular that it sold out regularly in Stuart Weitzman boutiques all over the world.



Stuart Weitzman's Lowland boot for SWxYou

Consumers can select either style of boot and customize their pair further by selecting from 10 stretch suede colors. Color options include navy blue, burgundy, black and different shades of tan.

Each pair is handcrafted by the brand's artisans in Spain. Stuart Weitzman's SWxYou: Best Boots range in price from \$785-\$795 and will be delivered within six to eight weeks.

Embedded Video: [//www.youtube.com/embed/TMp5pl2HjXQ](http://www.youtube.com/embed/TMp5pl2HjXQ)

Gisele Bündchen wears the Lowland boot / Stuart Weitzman fall 2014 collection

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