

INTERNET

Saks fights for shoe love with Stuart Weitzman social video

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Still from "Waiting for My Stud to Call"

By STAFF REPORTS

Department store chain Saks is putting the spotlight on its exclusive Stuart Weitzman WhatAStud sandal by producing a short film with inspirations from the movie musical “Grease.”

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“Waiting for My Stud to Call” features model Milly Simmonds on the streets of New York, at an ultimatum and trying to decide between her “sole-mate” and her real-life boyfriend Matt Trethe. This approach to a footwear-focused film will likely resonate with shoe-obsessed consumers, and may entice them to fall for the sandal.

Love connection

At the beginning of the film, Ms. Simmonds is seen walking along the New York waterfront wearing a motorcycle jacket and leather-look skinny pants, reminiscent of Sandy’s ensemble at the end of Grease. She gets a message from her boyfriend, and the film shows their conversation in text bubbles, with further Grease references embedded in their conversation, including the lines “Tell me about it, stud” and “You’re the one that I want.”

Over the course of the continued conversation, Ms. Simmonds changes her outfit a couple of times, but keeps the WhatAStud on, showing the versatility of the shoe.

After Ms. Simmonds has told her boyfriend to “get in line,” he presents her with an ultimatum, that she either choose him or Stuart. She replies, “That’s easy, Stuart,” and walks off.

Introducing a short-film by Saks, 'Waiting for My Stud to Call,' exclusively for Stuart Weitzman. British babe Milly...

Posted by [Saks Fifth Avenue](#) on [Monday, July 6, 2015](#)

The Facebook video is shoppable, leading consumers to a page of Stuart Weitzman shoes on Saks' ecommerce site.

Saks is using all major social media platforms to promote the film. A GIF on Google+ pulls a single shot from the video of the model walking down a high-heel laden staircase repeatedly, while a Vine video runs through a compilation of clips.

Embedded Video: <https://vine.co/v/enOHTZ2uvLT/embed/simple>

Vine from Saks

Adding to the variety of imagery created for the campaign is a Cinemagraph showing the studs on the sandals glistening. Having the campaign present on multiple social networks also makes it easier for consumers to share the content on their desired platform.

Saks has previously highlighted particular brands through social campaigns.

The retailer is taking Chloé’s “posh” Drew handbag on a whirlwind world tour in a social media campaign.

#WhereIsDrew inspires consumers to share a photo of their own Drew bag in glamorous locales with global content by Saks on its POV blog and Instagram. Incentivizing engagement with notoriety, select images will be shared on the retailer’s shoppable #SaksStyle feed ([see story](#)).

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