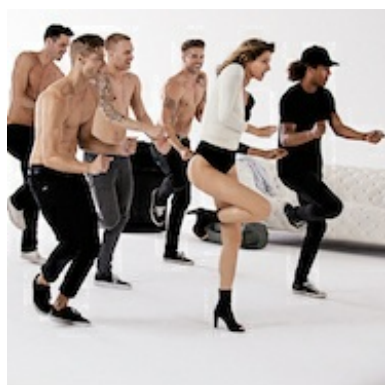


TELEVISION

Stuart Weitzman shows VMA viewers its dance moves in first TV commercial

August 28, 2015



Gisele Bündchen on set of "Make That Move"

By SARAH JONES

U.S. footwear and accessories label Stuart Weitzman is highlighting its connection to pop music with its first television commercial set to air Aug. 30 during MTV's Video Music Awards.

Sign up now

Luxury Daily

The 30-second spot features frequent brand face Gisele Bündchen performing the Electric Slide accompanied by a specially created track and a troop of male dancers. With a history of dressing the feet of famous singers for the stage, this advertisement may inspire viewers at home to invest in the same brand their favorite artists count on.

"Launching in conjunction with the MTV Video Awards is a great alignment for the Stuart Weitzman brand given our history of creating tour shoes for the industry's biggest stars," said Susan Duffy, chief marketing officer at [Stuart Weitzman](#), New York.

"It's authentic and it also allows us to reach a younger, fashion forward demographic," she said. "It also gives us the unique opportunity to engage in visual storytelling highlighting key aspects of our brand DNA: fashion + function."

Making moves

Stuart Weitzman's commercial is a trimmed down version of its social video "Make That Move."

The Mario Testino-directed short shows Ms. Bündchen entering a dance studio and stretching by herself before getting on the dance floor. In the black-and-white footage, she shuffles, turns and grooves as she learns the routine choreographed by Marty Kudelka in the Millennium Dance Complex.



On the set of Make That Move

At the end of the session, the model leaves in a wide brimmed hat, winking at the camera as she goes.

The film allows the brand to highlight the flexibility of its stretch plonge leather Koko bootie, which Ms. Bündchen wears throughout.

Stuart Weitzman has been the chosen footwear maker for many a pop idol, creating bespoke heels for artists such as Beyoncé and Taylor Swift as they embarked on their tours.

Leading up to the event, consumers can get an exclusive download of the single produced for Stuart Weitzman by DJ Solidisco featuring vocals by Maluca Mala. Consumers can share Stuart Weitzman's #InOurShoes hashtag on Facebook or Twitter to unlock the download.

When sharing from the label's site, the brand provides a suggestion of what to say, letting consumers fill in the blank with "I want to dance #InOurShoes every time I hear..."

Embedded Video: <https://player.vimeo.com/video/137313199>

Stuart Weitzman's Make That Move

Last year, MTV's Video Music Awards brought in 8.3 million viewers during the live telecast, which also generated 12.6 million tweets, according to Nielsen. MTV targets a demographic that primarily consists of 12- to 34-year-olds.

"This is a momentous first for the brand, but we actually didn't start off intending to make

a commercial," Ms. Duffy said. "The original thought was a social media and digital activation planned for an October launch, but when we viewed the material, we knew we had to televise it. It was definitely a concept with legs and we wanted to maximize the reach.

"The brief for the video centered around emotion in motion," she said. "A tribute to the unique craftsmanship that makes Stuart Weitzman styles perfect for dancing, and to the music industry relevance.

"Dancing in Stuart Weitzman styles has in fact, become a unique brand story for us. Stuart has recently done tour shoes for both Beyoncé and most recently Taylor Swift."

Millennial media

Stuart Weitzman has previously courted a younger, musically savvy audience.

The label targeted music festival attendees with digital content informing consumers that the brand carries the ideal footwear for Coachella.

Through an email, ecommerce feature and social media posts, Stuart Weitzman placed its shoes in the front of consumers as they shopped for fashionable festival attire. Stuart Weitzman is most known for its pumps and dress shoes, so this gives the brand the opportunity to highlight its more casual styles ([see story](#)).

The brand has been able to expand its audience without harming its image.

A pair of senior executives from Stuart Weitzman at the Luxury Interactive 2013 conference shared the footwear label's digital rebranding strategy that exposed the company to a wider audience without forfeiting core brand values.

The executives spoke about how Stuart Weitzman has adapted to the digital realm during the "Re-Branding Stuart Weitzman for the Digital Age" session. Paying close attention to values during a move toward digital engagement prevents alienating brand enthusiasts while still attracting new consumers ([see story](#)).

With this new extension into TV, Stuart Weitzman is again testing out a new medium and audience with which to share its sexy brand philosophy.

"As a brand we take pride in being able to ideate & execute campaigns that reinforce our brand story, and we have a unique relationship with the music industry because Stuart designs custom performance styles for so many influential stars," Ms. Duffy said. "Really no other brand can deliver fashion that can perform.

"Music is an important element in all of our activations," she said. "Past video's have included, 'Made For Walking' starring Kate Moss and 'Feel so Good' starring Zoe Saldana. Music is a universal language that tells our story."

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

Embedded Video: https://www.youtube.com/embed/0KLGpq_eEgE

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.