

INTERNET

Stuart Weitzman teams with Neiman Marcus, Bergdorf Goodman for fall shoe push

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Photo of VivaLuxury courtesy of Bergdorf Goodman

By STAFF REPORTS

U.S. footwear label Stuart Weitzman is reaching the affluent audiences of Bergdorf Goodman and Neiman Marcus through digital campaigns focused on personal style.

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Neiman Marcus is asking consumers to share how they wear their Stuart Weitzman shoes for the chance at a new footwear wardrobe, while Bergdorf Goodman is teaming up with style bloggers to inspire around the brand's boots. Spotlighting a specific brand is one way for retailers to drive sales from consumers who may not have previously shopped with them.

Footwear focus

Bergdorf Goodman's #BGxSWInTheCity is housed on the retailer's Facebook, Instagram, Twitter and blog. A photo series captures the bloggers Anh Sundstrom of 9to5Chic and Annabelle Fleur of VivaLuxury out and about in New York.

For instance, in an Instagram post, Ms. Fleur is shown wearing over-the-knee black boots to meet friends at a restaurant. Consumers are prompted to shop the look via a Like2Buy link in its profile.



Instagram post from Bergdorf Goodman

On Bergdorf's blog, the style stars are shown out and about in New York, walking the High Line in a flat black leather style or stopping off at Bergdorf Goodman for a shoe shopping trip. Along with the images, quotes from each woman explain her perspective, and each style is again shoppable via a link.

On Neiman Marcus' Facebook, the brand is running a giveaway of an entire wardrobe of shoes. To enter, consumers only need to post an image of themselves wearing a pair of Stuart Weitzman shoes, tagging it #SWxNM.

The first place winner will walk away with five pairs of shoes from the label, while the second and third place entries will earn a \$200 gift card to Neiman Marcus.



Facebook contest from Neiman Marcus

Stuart Weitzman is an ideal partner for retailers to reach a potentially more entry-level luxury consumer.

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."

"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 ([see story](#)).