

ADVERTISING

Stuart Weitzman evokes effortless confidence in spring 2016 campaign

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Stuart Weitzman's Barely Nude sandals

By STAFF REPORTS

U.S. footwear label Stuart Weitzman is showing the intimate relationship between a woman and her shoes in its campaign for spring/summer 2016.

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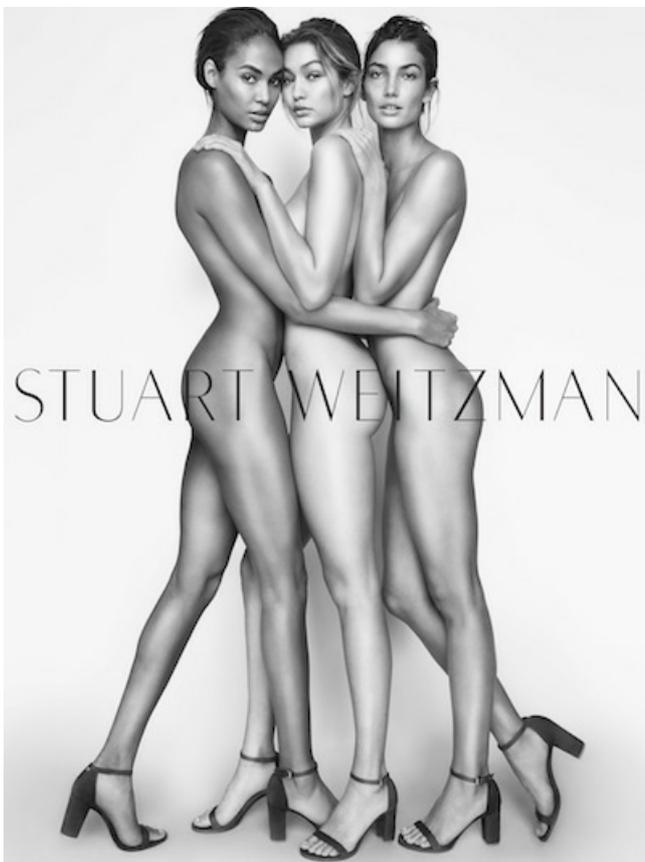
The advertisement stills, shot by photographer Mario Testino, feature models Joan Smalls, Gigi Hadid and Lily Aldridge in a composition that beckons the Stuart Weitzman minimalistic aesthetic. Stuart Weitzman selected the model trio based on their social relevance and fashion-forward trendsetter statuses, which will likely drive the women's fans to the footwear brand.

Best foot forward

Stuart Weitzman's spring/summer 2016 black-and-white ad campaign features the three women wearing nothing except matching pairs of Barely Nude heeled sandals. The style worn, with a block-heel, is new for the season and based off the incredibly popular Nudist heel.

With "quintessential girls-next-door" looks, Stuart Weitzman selected the trio due to their personification of "confidence, empowerment, beauty and ease of women wearing Stuart Weitzman shoes." Also, the campaign aims to show in a relaxed, effortless and chic way that sexy can mean being comfortable and confident in one's skin.

Adding a level of authenticity, Ms. Smalls, Ms. Hadid and Ms. Aldridge were cast because they are friends outside of modeling. The notion of friendship also connects to the brand's ethos. A common thread in Stuart Weitzman's marketing has been "bringing girlfriends together, from shoe shopping to shoe sharing to shoe closet envy."



Joan Smalls, Gigi Hadid and Lily Aldridge for Stuart Weitzman, spring/summer 2016

Stuart Weitzman's spring/summer ad campaign will be launched in the United States, Italy, France, England, Dubai, United Arab Emirates, Germany, Spain and in Asia. Outdoor adverts such as billboards and kiosks will be placed in Los Angeles, New York, Milan, Paris and Hong Kong.

Additionally, the campaign will include a yet-to-be released behind-the-scenes video and supporting content, published to the Stuart Weitzman Web site and on view at the label's global boutiques.

Over the summer, Stuart Weitzman highlighted its connection to pop music with its first television commercial during MTV's Video Music Awards held Aug. 30.

The 30-second spot featured 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 ([see story](#)).

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