

EVENTS/CAUSES

Stuart Weitzman pencils in educational charity via limited-edition heel

April 12, 2016



Stuart Weitzman Nearly Nude heel for PoP

By STAFF REPORTS

U.S. footwear label Stuart Weitzman is putting its well-heeled foot down in support of every child's basic right to an education.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246** ▶

Stuart Weitzman has partnered with Pencils of Promise (PoP), a "for-purpose" organization that works to increase access to quality education for children in developing countries. Together with PoP, Stuart Weitzman is joining the organization's mission to build schools, program and global communities around the common goal of education.

Schools for shoes

Stuart Weitzman will work directly with PoP to create quality elementary-level education programs in the rural regions of three developing countries. For the project, Stuart Weitzman will be involved in the funding of three schools planned to be built in Ghana, Guatemala and Laos.

In addition to building the schoolhouses, Stuart Weitzman and PoP will work alongside the local community to train and empower locals at the self-sustainable schools.

To spur its consumers to action, Stuart Weitzman has created a limited-edition yellow suede version of its Nearly Nude block-heel sandal. The exclusive heel's Dandelion shade reflects the color of a N 2 pencil, and the branding PoP uses for its efforts.

CLASS ACT



Stuart Weitzman's Nearly Nude in Dandelion for Pencils of Promise

With a suggested retail price of \$398, proceeds of the Nearly Nude heels will benefit the building of the three schools. The charity style will be available via Stuart Weitzman's Web site and its flagship boutiques in New York, Beverly Hills, CA, Chicago, Dallas, Philadelphia, Atlanta, Las Vegas and Costa Mesa, CA.

Additionally, Stuart Weitzman will host an exclusive shopping event April 14 at its network of store-in-store boutiques and flagships. Twenty percent of all proceeds from the three-hour event will benefit PoP and be allocated toward building the three schools.

On its Web site, Stuart Weitzman has integrated PoP content for consumers to gain an understanding of the charity's mission.



PoP content shared on Stuart Weitzman's Web site

Giving back is part of the Stuart Weitzman's heart and "sole," according to the brand.

In the past, Stuart Weitzman joined New York-based charity Baby Buggy to help families in need afford products and services for their children.

Given the high expenses involved with raising a family on a low income, Baby Buggy, founded by comedian Jerry Seinfeld's wife Jessica, works to provide essentials such as equipment, toys and clothing for infants and young children in need. As a woman's footwear brand, Stuart Weitzman consumers will likely relate to the cause and want to become involved ([see story](#)).