

APPAREL AND ACCESSORIES

## Gigi Hadid works out in Stuart Weitzman heels for fall

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*Gigi Hadid for Stuart Weitzman, fall 2016*

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By STAFF REPORTS

U.S. footwear label Stuart Weitzman is kicking off the fall 2016 season with help from model Gigi Hadid.

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Stuart Weitzman's fall 2016 campaign channels Ms. Hadid's strength and motion in an effort that is "decidedly editorial" in approach. The campaign also celebrates the tenth season that renowned fashion photographer Mario Testino has collaborated with Stuart Weitzman on its advertisements.

Step forward in confidence

Ms. Hadid was shot by Mr. Testino in his signature black-and-white and minimalistic aesthetic.

Ensuring that the campaign reads as authentic to consumers familiar with Ms. Hadid and Stuart Weitzman, the brand found inspiration in the model's real-life workout routine. The effort, which shows footwear from the fall 2016 collection, captures Ms. Hadid's "power, agility and gracefulness with vigorous energy."



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Stills show Ms. Hadid boxing, jumping and in other athletic-inspired poses. Each shows the model as strong, confident and independent. For Stuart Weitzman this representation is important, as it brands strives to allow women to feel comfortable and confident.

Ms. Hadid also worked with Stuart Weitzman and Mr. Testino for the footwear label's spring 2016 campaign. As with fall 2016, Ms. Hadid's first campaign with the brand aimed to show a relaxed, effortless and chic concept ([see story](#)).



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Stuart Weitzman's fall 2016 campaign will launch in the United States, Italy, France, England, Dubai, United Arab Emirates, Germany, Spain and Asia. The campaign will be used for outdoor advertising such as billboards and kiosks in the Los Angeles, New York, Milan, Paris and Hong Kong markets.

A two-minute behind-the-scenes video has also been created to candidly show Ms. Hadid's interactions with Mr. Testino during the shoot for Stuart Weitzman and her expression of love for the brand and its footwear.

*Behind-the-scenes video with Gigi interview on set*