

APPAREL AND ACCESSORIES

## Stuart Weitzman portrays sexy point of view in spring ads

December 14, 2016



*Stuart Weitzman cast Gigi Hadid in its spring 2017 ads*

By STAFF REPORTS

Footwear label Stuart Weitzman has tapped model Gigi Hadid to embody its comfortably confident mindset in its spring 2017 effort.

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Contrasting her previous campaign for the brand, in which her athleticism was front and center in action shots, these latest ads show Ms. Hadid in more relaxed poses. Continuing its relationship with the social media-famous model gives Stuart Weitzman's ads millions of additional eyes beyond its own social channels.

Quiet confidence

Stuart Weitzman's ads, launching in the U.S., Canada, Europe and Asia, are meant to evoke confidence in one's own skin. Photographer Mario Testino created black-and-white minimalist images that show Ms. Hadid lounging.

In one shot, the model wears only the brand's Clinger bootie in satin, allowing the shoes to have the spotlight.



*Campaign image for Stuart Weitzman spring 2017*

Another image finds Ms. Hadid wearing a relaxed outfit with the embellished Dcor sneaker.



*Campaign image for Stuart Weitzman spring 2017*

Leveraging the model's personality, Stuart Weitzman created a behind-the-scenes look at the set. In the film, Ms. Hadid is seen dancing and playing around between takes.

Ms. Hadid has been more than just a campaign face for the brand. Stuart Weitzman is heading into the boxing ring with It-girl model Gigi Hadid to debut a collaborative style.

To launch the brand's heeled combat bootie developed alongside the model, Stuart Weitzman added additional celebrity talent, tapping James Franco to direct a short film. With models gaining influence, design partnerships such as this one enable brands to reach new fashion forward audiences ([see story](#)).

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