

APPAREL AND ACCESSORIES

Stuart Weitzman brings bridal footwear in-stores

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Say "I do" in Stuart Weitzman, spring 2017 Bridal collection

By STAFF REPORTS

U.S. footwear label Stuart Weitzman is walking down the aisle to give its bridal shoes a physical point of sale.

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Last year, Stuart Weitzman relaunched its bridal footwear collection ([see story](#)) and is now planning to expand the program from being online only to in-store at select boutiques. Wedding season sees brides-to-be splurge on the big day, and a pair of high-end heels are often on a nuptial to-do list.

Stuart says I do

Stuart Weitzman's spring 2017 Bridal collection includes the brand's signature minimalist silhouettes with elegant details and materials suitable for marriage ceremonies and receptions.

The brand's Bridal collection includes its Nudist sandal in three heel heights to fit the style of any Stuart Weitzman bride. Materials include white satin, argento noir, platinum gold noir and rose gold patent leather.

Stuart Weitzman's Nearly Nude block heel sandal has been updated for the collection with two versions. The Nearly Nude is offered in white or light blue leather and finished with a glittering heel.

Brides-to-be can also embellish the looks with the chalk white or "Something Blue" light sapphire Swarovski crystals.



Stuart Weitzman spring 2017 Bridal collection adds sparkle to nuptial bliss

Additional options in the collection include the low strappy Memoir sandal in glitter lace and the Tweety and Balls of Fire flat sandals. Stuart Weitzman's bridal collection also includes the More Pearls, a block heel with pearl details.

Prices for the main collection range from \$398 to \$485. The Swarovski-encrusted Nearly Nude and Nudist retail for \$2,200.

The spring 2017 collection will debut exclusively at Stuart Weitzman boutiques on Michigan Avenue in Chicago, New York's Madison Avenue, Greenwich Avenue in Greenwich, CT, Rodeo Drive in Beverly Hills, CA, South Coast Plaza in Costa Mesa, CA, NorthPark in Dallas, TX and Lenox Square, Atlanta, GA.

Stuart Weitzman will hold in-store events for the launch in New York, Chicago, Dallas and Atlanta.

The collection of bridal styles will bow online this month.

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