

APPAREL AND ACCESSORIES

Stuart Weitzman's fall ads take inspiration from 60s cinema

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Stuart Weitzman's fall/winter 2017 ad campaign. Image courtesy of Stuart Weitzman

By STAFF REPORTS

U.S. footwear label Stuart Weitzman is giving It-girl model Gigi Hadid a temporary makeover in its latest advertising campaign.

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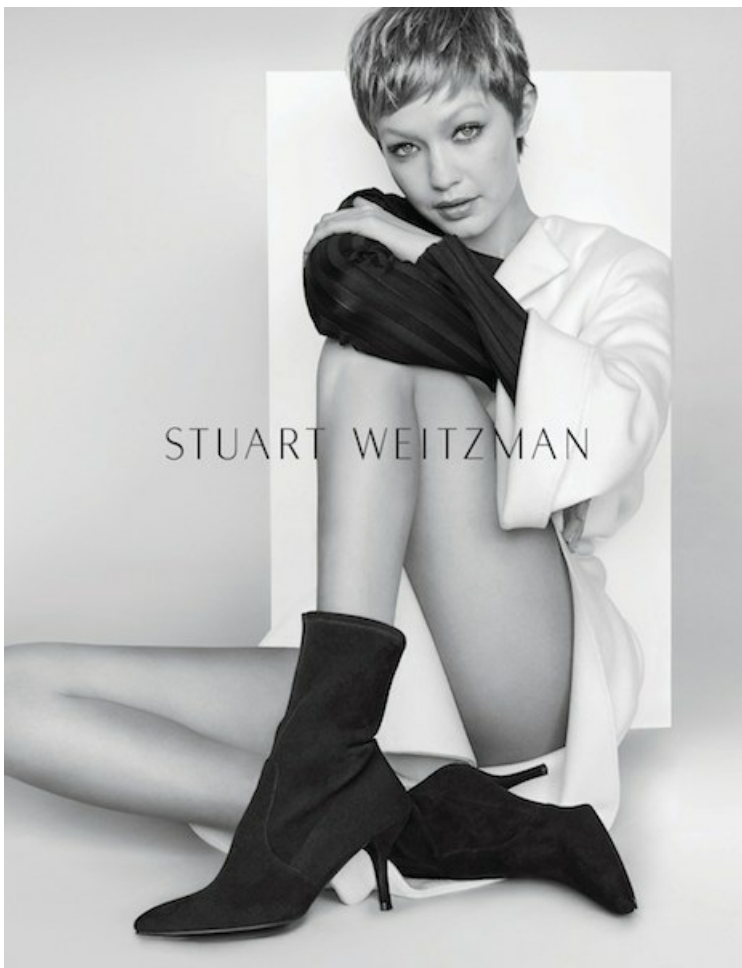
For the fall/winter 2017 season, the brand continued its collaboration with Ms. Hadid, but gave her a new look courtesy of a wig. This campaign builds on the existing relationship between the brand and model, which began for the spring 2016 season.

Temporary makeover

Ms. Hadid's Shay Ashual wig was modeled after the haircut worn by actress Jean Seberg in the 1960 flick "Breathless." In the Jean-Luc Godard film, the actress plays the girlfriend of a criminal whose allegiances are tested.

While inspired by the piece of cinematic history, the pixie cut lends a modern look to the ads. Led by famous faces, shorter hairstyles have gained traction in recent years.

The ad campaign will be launched in the United States, Canada, Europe and Asia. In addition to the still images shot by Mario Testino, the campaign includes behind-the-scenes footage of the model, which will debut on Stuart Weitzman's digital channels and play at its boutiques.



Stuart Weitzman's fall/winter 2017 campaign. Image courtesy of Stuart Weitzman

Other Stuart Weitzman efforts featuring Ms. Hadid have focused more on portraying elements of the model's life. For example, the label headed 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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