

APPAREL AND ACCESSORIES

## Stuart Weitzman caters to consumer preferences with bespoke boots

August 28, 2017



*The Tiemodel boot, worn by Gigi Hadid in Stuart Weitzman's fall campaign, is included in the SWxYou program. Image credit: Stuart Weitzman*

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By STAFF REPORTS

U.S. footwear label Stuart Weitzman is booting up the fall shopping season with a limited-time made-to-order offer.

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For two weeks, consumers can customize on-trend styles such as the sock bootie and the scunch boot in a range of fabrications and colors. Making customization accessible, Stuart Weitzman often opens up its SWxYou personalization program on its ecommerce site and direct-operated boutiques for specific models, allowing consumers to build their ideal shoe from the sole up.

Personal preferences

The boot edition of SWxYou covers eight styles, from ankle booties to over-the-knee designs with block heels, stacked heels or stilettos. These retail for \$535 to \$1,098.

Consumers can select fabrics including leather, suede and velvet in 10 colors including red, white, black, blue, grey and nutmeg.

The customization program, which began Aug. 28, will run through Sept. 10. Customers will receive their orders in approximately 12 weeks.



*Scunch boots are a feature of Stuart Weitzman's made-to-order program. Image courtesy of Stuart Weitzman*

Digital has democratized customization, making bespoke services that were once reserved for only the top clients of the large brands accessible to more labels and consumers.

Via ecommerce platforms, consumers can now play designer, as brands enable them to select everything from embellishments, such as monograms, to the color and fabrication of the fashion item itself. Fashionbi's "[Personalization In Fashion](#)" report delves into the rise of the personalization trend and customization's role as a luxury brand differentiator ([see story](#)).

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