

APPAREL AND ACCESSORIES

Stuart Weitzman, Gigi Hadid give shoes the "evil eye"

November 15, 2017



Stuart Weitzman creative director Giovanni Morelli with Gigi Hadid. Image courtesy of Stuart Weitzman

By STAFF REPORTS

U.S. footwear label Stuart Weitzman's second design collaboration with Gigi Hadid led to mules with a mythological touch.

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After appearing in a number of campaigns for the brand, Ms. Hadid turned designer with a combat boot style last fall ([see story](#)). Building on their relationship, the model has once again teamed with the label on a collection, this time with a charitable touch.

Sliding into the holidays

This collection marks the first project for Stuart Weitzman's newly appointed creative director Giovanni Morelli.

Taking inspiration from Ms. Hadid's connection to the evil eye symbol, the suede mules created for the collaboration are embellished with the motif. The Eyelove style has a single eye insignia over the right foot, while the Eyelovemore features evil eyes on both shoes.

For fall dressing, the toe box of the footwear is lined in shearling. Each pair comes in a special Gigi Hadid box with a coordinating dust bag.



Stuart Weitzman Eyelove and Eyelovemore styles. Image credit: Stuart Weitzman

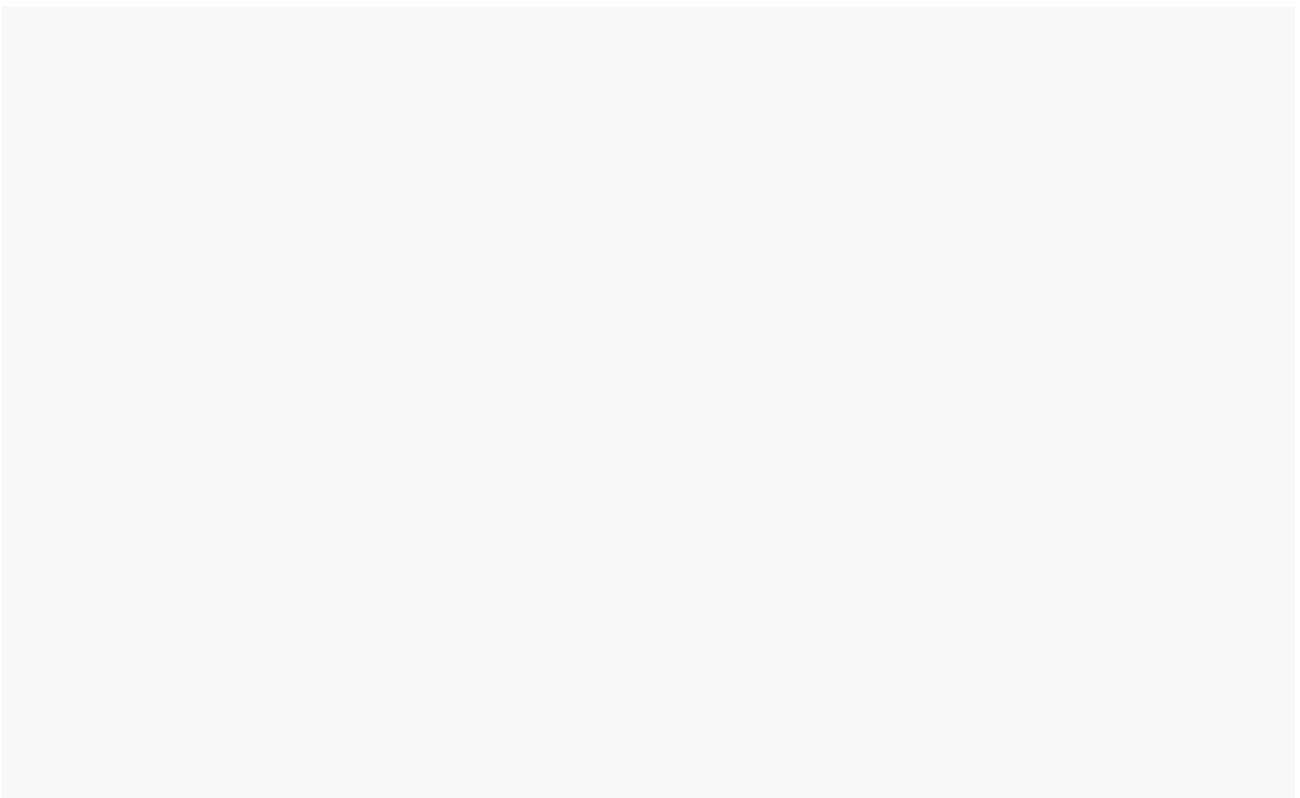
"I've really been into slides lately and wanted a pair that can take me into fall no more cold toes!" Ms. Hadid said in a statement. "The evil eye is a powerful symbol meant to protect those who wear it from negative energies. It's emotionally comforting and beautiful and captivating to look at."

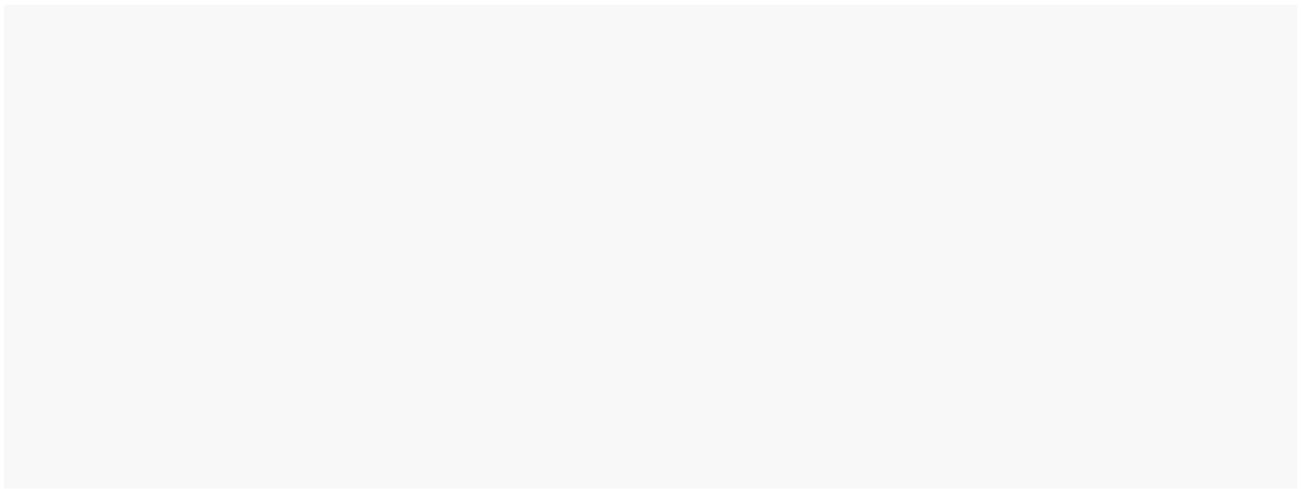
The Eyelove and the Eyelovemore styles will retail exclusively through Stuart Weitzman's boutiques and online store, as well as at Moda Operandi and Lane Crawford.

From Nov. 15, Stuart Weitzman's SoHo store in New York will also be transformed into a pop-up shop for the mules.

Both of these styles were made to celebrate Stuart Weitzman's commitment to the charity Pencils of Promise. This fall, the label is helping to fund the building of three new schools in Ghana, Guatemala and Laos with a donation of \$105,000.

To market the Eyelove and Eyelovemore, Stuart Weitzman tapped music video director Cameron Duddy. The resulting short film, "The Season for Loving," stars Ms. Hadid and blends the real and surreal in a bright environment.





Introducing the #EYELove campaign featuring #GigiHadid for #StuartWeitzman. Tap the bio link to watch the full video. Director: @cameronduddy Hair: @shayashual Make up: @erinparsonsmakeup Stylist: @katie_mossman Nails: @nailsbyme

A post shared by Stuart Weitzman (@stuartweitzman) on Nov 15, 2017 at 5:50am PST

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