

APPAREL AND ACCESSORIES

Stuart Weitzman goes for generational appeal with Gigi Hadid, Kate Moss

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Stuart Weitzman spring 2018 brings together Gigi Hadid and Kate Moss for the first time. Image credit: Stuart Weitzman, photo by Mario Testino

By STAFF REPORTS

U.S. footwear label Stuart Weitzman has made fashion advertising history with its spring 2018 campaign.

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Stuart Weitzman's spring 2018 campaign features It girl Gigi Hadid, who has been the face of the brand for a number of seasons as well as a frequent collaborator ([see story](#)), and supermodel Kate Moss. Photographed by Mario Testino, Stuart Weitzman's spring 2018 effort is the first time that Ms. Hadid and Ms. Moss have been photographed together.

Shoes for supers

With its effort, Tapestry, Inc.-owned Stuart Weitzman is able to capture multi-generational appeal by selecting two well-known models from different age segments.

The inclusion of Ms. Hadid speaks to a millennial and Gen Z audience, while Ms. Moss appeals to older millennials and Gen Xers. As for its footwear styles, showing Stuart Weitzman ankle boots, mules and heels demonstrates that its shoes are ideal choices for women of any age demographic.

Stuart Weitzman's campaign includes a new collection of women's shoes, which includes the motorcycle Expert boot, the ornate Irises and Fringedust. The shoes are available for sale and pre-order on Stuart Weitzman's ecommerce site.

Photographed in black-and-white in a nod to its past efforts, Stuart Weitzman captures the essence of strong, powerful women.



Stuart Weitzman spring 2018 features Gigi Hadid, Kate Moss and Jordan Barrett. Image credit: Stuart Weitzman

The spring 2018 campaign also takes a "step in a bold, new creative direction" with the inclusion of male model Jordan Barrett. In an image where Ms. Hadid and Ms. Moss wear all black, Mr. Barrett is shown sans shirt and shoes wearing white pants as he lays underneath the models.

Stuart Weitzman's advertising campaign will launch in the United States, Canada, Europe and Asia and at the brand's international boutiques.

The brand has also shared behind-the-scenes and additional creative content on the Stuart Weitzman Web site.

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