

APPAREL AND ACCESSORIES

## Stuart Weitzman holds Instagram-exclusive launch for latest line

April 16, 2019



*Stuart Weitzman's Neon capsule. Image courtesy of Stuart Weitzman*

By STAFF REPORTS

U.S. footwear label Stuart Weitzman is giving Instagram shoppers exclusive early access to its newest collection, tapping into the platform's increasing ecommerce focus.

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For 24 hours, the brand's Neon capsule will only be shoppable via the social network in the United States. While social media has long served as a source of inspiration for consumers, Instagram has recently rolled out new features aimed at creating an end-to-end shopping journey.

### Social shopping

Stuart Weitzman's limited-edition Neon capsule features a number of the brand's signature styles rendered in day-glo color ways.

For instance, the red carpet regular Nudist pump sandal has been remixed in shades of hot pink, orange and yellow.

Sneakers in black and white have touches of highlighter hues, while handbags and pumps are awash in bright colors.

This marks the first time that the brand is holding an Instagram-exclusive launch for a collection.

Through Instagram posts, Stuart Weitzman directs consumers to shop within the application by tapping or to head to a link for access via the label's ecommerce site.

[View this post on Instagram](#)

The coveted #SW612 sneaker, now in next-level neon. Tap to shop the limited-edition Neon Capsule or shop via link in bio. #StuartWeitzman #SWNeon . . . Early access available through Instagram in US only on 4.16.19 until 11:59PM ET.

A post shared by STUART WEITZMAN (@stuartweitzman) on Apr 16, 2019 at 11:28am PDT

### *Instagram post from Stuart Weitzman*

Among the images featured are celebrities who have already sported the line, including actress and singer Jennifer Lopez, model Ashley Graham and influencer Olivia Culpo.

At 12 a.m. ET on April 17, Stuart Weitzman is making the collection shoppable online.

Social media network Instagram is streamlining the shopping journey for users, allowing them to purchase items from brands directly without leaving its application.

Several luxury brands are among the first to roll out Instagram Checkout, including Dior and Prada. After making itself nearly invaluable for brands with the help of an expansive audience and a suite of advertising tools, the Facebook-owned platform is looking to facilitate an end-to-end purchase journey from discovery to conversion ([see story](#)).

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