

APPAREL AND ACCESSORIES

Stuart Weitzman kicks off sneaker customization program

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Customization options for the Daryl sneaker. Image courtesy of Stuart Weitzman

By STAFF REPORTS

U.S. footwear label Stuart Weitzman is leaning into the popularity of customization through an omnichannel program for its Daryl sneakers.

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Launching online on Aug. 13, Dare to Daryl allows consumers to mix-and-match 13 sneaker color ways with 10 unique laces from luxury Italian shoelace brand Aglit Italy. Offering customization of the Daryl, Stuart Weitzman's first high-end sneaker, allows the brand to further appeal to young consumers who favor street style.

Dare to Daryl

Stuart Weitzman's Daryl sneaker has a low profile, with a ridge detail on the sides and the SW logo on the tongue and heel.

Personalization options for the Daryl include eight solid suede shades, two metallic leathers, classic white leather and cheetah-print suede. The lace options include leather, denim and silk printed with the SW logo.

Consumers can customize their sneakers online or at select boutiques, include Stuart Weitzman's SoHo store. The Dare to Daryl pop-up will run from Aug. 16 to Aug 18 and will feature female artists offering complimentary shoe art for another unique touch.

[View this post on Instagram](#)

Watch the video and get inspired to be yourself every step of the day. The design your own #DARYL sneaker program is available now, exclusively on stuartweitzman.com. #StuartWeitzman

A post shared by STUART WEITZMAN (@stuartweitzman) on Aug 13, 2019 at 7:11am PDT

Instagram post from Stuart Weitzman

To promote the program, Stuart Weitzman has shared an energetic social video. The short features two women, a skateboarder and a dancer, facing off against each other in different pairs of Daryl sneakers.

Stuart Weitzman has appealed to younger consumers with other social media-driven, streetwear-inspired tactics.

In April, Stuart Weitzman gave Instagram shoppers exclusive early access to its newest collection, tapping into the platform's increasing ecommerce focus. For 24 hours, the brand's Neon capsule was only be shoppable via the social network in the United States ([see story](#)).

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