

APPAREL AND ACCESSORIES

Stuart Weitzman courts Chinese consumers with Shanghai pop-up

September 9, 2019



Yang Mi for Stuart Weitzman. Image courtesy of Stuart Weitzman

By STAFF REPORTS

U.S. footwear label Stuart Weitzman is celebrating its second capsule collection with brand ambassador Yang Mi through a pop-up at Shanghai's Plaza 66.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The limited-edition line takes inspiration from Ms. Yang's romantic personal style, with design details including pearl embellishments and bows. This marks Ms. Yang's second season working with the brand, following what Stuart Weitzman says was a successful global collection launch this spring.

Ambassador inspiration

Stuart Weitzman's head of product design Edmundo Castillo gave some of the brand's signature styles accents that reflect Ms. Yang's aesthetic. Among the pieces are booties, boots and bags featuring her love of pearls.

"Pearls represent wisdom and energy, so it is my hope that those who wear these limited-edition designs feel wise and energetic with every step they take," Ms. Yang said in a statement.

Yang Mi for Stuart Weitzman

Ms. Yang's personal preferences also come through in an Avita cutout bootie.

The celebrity was inspired by Mr. Castillo's handwritten notes to Stuart Weitzman's artisans, which guided them toward the final look of the shoe. At her suggestion, the notes are featured on the limited-edition version of the boot.

Putting her mark on the line, Ms. Yang's signature was placed on the soles of each of the shoes, as well as the dust bags. All of the footwear in the collection is packaged in a golden box.

While the collection launched internationally on Sept. 5, Stuart Weitzman is making a push in Ms. Yang's home nation. A pop-up at Plaza 66 pays homage to the actress and singer, with touches such as a cake fixture for Ms. Yang's birthday on Sept. 12.

Encouraging photo taking, Stuart Weitzman has launched an activation that invites shoppers to snap a picture and send it to their phone via a QR code. They can also request a printed copy by visiting the brand's boutique at Plaza



Stuart Weitzman's pop-up at Plaza 66. Image courtesy of Stuart Weitzman

On Sept. 5, Ms. Yang visited the pop-up to celebrate its opening, and that night she cohosted a private dinner with *Vogue China's* editorial director Angelica Cheung.

The pop-up will be open through Sept. 13.

Stuart Weitzman has been focusing on China to drive growth. The company recently bought back its Northern China business, taking more direct control of the market.

During the 2019 fiscal year, sales for Stuart Weitzman jumped 6 percent, totaling \$389 million. The footwear brand saw the strongest growth for parent company Tapestry in the fourth quarter, with sales increasing 20 percent to \$85 million ([see story](#)).