

APPAREL AND ACCESSORIES

## Stuart Weitzman showcases strength in men's launch

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*Kendall Jenner and dancer Lil Buck in #SWSTRENGTH. Image courtesy of Stuart Weitzman*

By STAFF REPORTS

U.S. footwear label Stuart Weitzman is helping more consumers pave their own paths with the introduction of its first menswear design.

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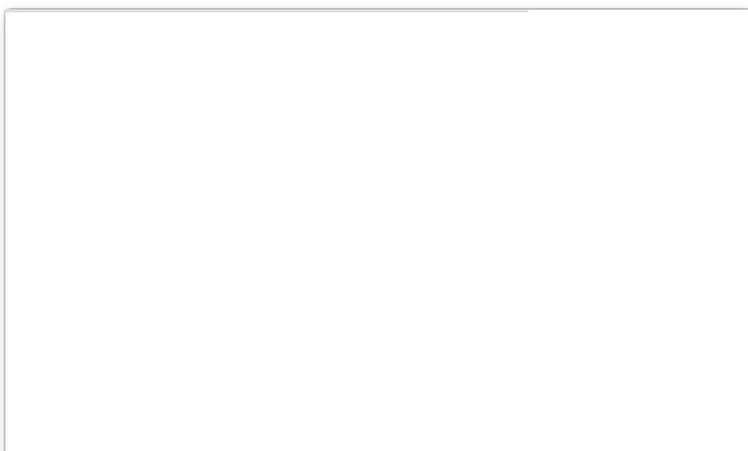
Revealed in the second short of Stuart Weitzman's fall 2019 campaign, the McKenzie Men's combat boots are now available for a limited time. The vignette shows brand ambassador Kendall Jenner and dancer Lil Buck playing off each other while wearing matching boots.

### Stepping forward

The short, titled #SWStrength, opens with Ms. Jenner spotting Lil Buck's combat boots through her binoculars.

Lil Buck, born Charles Riley, has amassed millions of followers through his inventive dance style. He leads Ms. Jenner through drill-inspired choreography, with the hip-hop track "Run It Up" by DDG serving as the soundtrack.

Wearing simple black-and-white outfits, the pair continue to show off their moves and even engage in a quick pull of tug of war. Numerous shades of the McKenzie boots are showcased, including red and dark emerald color ways.



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Watch #SWSTRENGTH starring @KendallJenner and dancer @lilbuckdalegend, which highlights how both women and men feel empowered and confident to dance through any challenge #inourshoes. The duo both wear the new #MCKENZEE combat boot, a silhouette available for women and — for the first-time ever — men as our debut limited-edition menswear design. Pre-order the look at [stuartweitzman.com](http://stuartweitzman.com). #SWFall19 #SWWomen #SWMen #StuartWeitzman

A post shared by STUART WEITZMAN (@stuartweitzman) on ...

### *#SWSTRENGTH stars Kendall Jenner and Lil Buck*

Only 60 pairs of the McKenzie Men's boots will be sold. The female versions, which serve as the inspiration for the menswear edition, are available for pre-order, retailing for \$595 and up.

#SWStrength is the follow-up to #SWDance, which features Ms. Jenner and a group of dancers wearing Lesley over-the-knee boots. A third installment is still scheduled to be released for Stuart Weitzman's three-part campaign.

In an effort to drive growth, Stuart Weitzman has appealed to new audiences by engaging with celebrities.

Stuart Weitzman recently celebrated its second capsule collection with brand ambassador Yang Mi through a pop-up at Shanghai's Plaza 66.

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 ([see story](#)).

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