

MARKETING

What does Kendall Jenner do on her day off? Ask Stuart Weitzman

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Kendall Jenner models Stuart Weitzman. Image courtesy of Stuart Weitzman

By DIANNA DILWORTH

U.S. footwear label Stuart Weitzman has teamed up with influencer supermodel Kendall Jenner for a new campaign that shows the icon on her day off.

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In the video titled "Kendall's Day Off," Ms. Jenner starts her day by taking off her slippers and silk robe to indulge in a luxurious bubble bath. After her bath she breathes in the sunny day from the balcony of her fancy villa, modeling a colorful print dress poolside and in her luxe Beverly Hills house. Ms. Jenner is Stuart Weitzman's brand ambassador.

"Stuart Weitzman appears to be reaching out to new customers with this fantastic multi-pronged campaign which, from the looks of it will be a success," said Marci Troutman, founder/CEO of Siteminis, New York.

Siteminis and Ms. Troutman are not affiliated with Stuart Weitzman, which is a Tapestry brand.

Kendall Jenner's Day Off: A Vogue production for Stuart Weitzman

Frothy lifestyle

The short film is being promoted via email and social media, directing consumers to [Stuart Weitzman's](#) site for shopping the styles plugged by Ms. Jenner.

Hats, strappy heels, boots, pumps, gowns and boas turn up in her own private fashion show, a playful way to spend her day off that takes place in the bath, in front of a sweeping fireplace and poolside.

Ms. Jenner even takes a selfie in the bubble bath where she lounges in Stuart Weitzman heels.

The ad features the brand's Aleena heels, Wylie star loafers, Jimena heels, anny heels and Wanessa cappuccino brown boots.

"I love to go to the barn or invite friends over for a BBQ," [Ms. Jenner told Vogue](#), which produced the video for the campaign. "My friends all live fairly close, so we typically do something low key together. I see my friends and family as often as I can!"



Kendall Jenner in Stuart Weitzman heels. Image courtesy of Stuart Weitzman

Heeling effort

The new campaign follows Stuart Weitzman's four-part strategy from 2019 into 2020 to raise awareness of the brand with key campaigns throughout the year that have a potential to go viral via social media.

"Running this type of strategy can take time to be profitable, but with steady consistency they can grow their loyal base of customers and retain them with quality," Ms. Troutman said.



Kendall Jenner models Stuart Weitzman. Image courtesy of Stuart Weitzman

Ms. Jenner last year starred in an ad for Stuart Weitzman's fall 2019 campaign promoting men's shoes. Ms. Jenner appeared alongside dancer Lil Buck, playing off of each other while wearing matching limited-edition McKenzie men's combat boots.

The #SWStrength effort was a follow up to its #SWDance effort starring Ms. Jenner and a group of dancers wearing Lesley over-the-knee boots ([see story](#)).

Last fall, Stuart Weitzman also ran a promotion starring brand ambassador Yang Mi through a pop-up at Shanghai's Plaza 66.

The limited-edition line took inspiration from Ms. Yang's romantic personal style, with design details including pearl embellishments and bows. This was Ms. Yang's second season working with the brand, following what Stuart Weitzman says was a successful global collection launch last spring. ([See story](#)).