

FOOTWEAR

New Stuart Weitzman spokeswoman Serena Williams stars in campaign of hope

May 5, 2020



New global spokeswoman and tennis star Serena Williams features in footwear maker Stuart Weitzman's latest campaign. Image courtesy of Stuart Weitzman, photo by Ethan James Green

By LUXURY DAILY NEWS SERVICE

U.S. footwear brand Stuart Weitzman has officially named tennis star Serena Williams as its new global spokeswoman, cementing a relationship that started at the beginning of the year.

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

To kick things off, Ms. Williams features in Stuart Weitzman's new global campaign that highlights women as pillars of hope and optimism for their communities. The social-change leader and mother-of-one serves as a role model, having overcome several challenges in her career.

Reflecting this stance, the campaign features her on a platform, standing tall in footwear silhouettes designed to lift the wearer up.



U.S. tennis ace Serena Williams in Stuart Weitzman's Aleena slide. Image courtesy of Stuart Weitzman

Firm footing

The **Stuart Weitzman** footwear styles promoted in the campaign include the square-toe Aleena slide, a minimalist design that offers a twist on the brand's signature double-strap Nudist sandal, and the sculptural Anny pump.

Also plugged is the Manila lug-sole loafer, reintroduced with a monochromatic sole and updated hardware.

These models are available online and, when the COVID-19 lockdowns lift, in Stuart Weitzman's 150 stores worldwide and across other retailers' shops and ecommerce offerings.



Tennis star Serena Williams modeling Stuart Weitzman footwear. Image courtesy of Stuart Weitzman

The 2020 campaign is part of Stuart Weitzman's ongoing philanthropic partnership with Vital Voices Global Partnership, an international nonprofit dedicated to investing in women leaders who drive global change, the Tapestry-owned company said.

Stuart Weitzman has also selected two women leaders and their organizations focused on lifting up women of color who have stepped up to support vulnerable communities amidst COVID-19 coronavirus outbreak.

One leader is Sage Ke'alohilani Quiamno, cofounder of Future For Us, which is a platform dedicated to advancing women of color at work.

Another leader is Ashlee Wisdom, founder of Health In Her HUE, designed as a platform that connects black women to the healthcare providers, services and resources for their health and well-being, the company said.

Photographer Ethan James Green, known for his work on Vogue and Vanity Fair magazines, shot the black-and-white campaign.

Introducing [#SerenaWilliams](#) for SW: Stay tuned for more. [#SWWomen](#) [#StuartWeitzman](#)
pic.twitter.com/gWODdUQXNG

Stuart Weitzman (@StuartWeitzman) [May 5, 2020](#)

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.