

APPAREL AND ACCESSORIES

## Serena Williams in next round for Stuart Weitzman's fall 2020 campaign

September 15, 2020



*Tennis star Serena Williams returns for another outing to model boots in Stuart Weitzman's fall 2020 campaign. Image credit: Stuart Williams*

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By LUXURY DAILY NEWS SERVICE

Tennis star Serena Williams has returned to feature in footwear maker Stuart Weitzman's fall 2020 campaign, modeling the latest looks from the Tapestry-owned brand.

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The campaign showcases Ms. Williams wearing boots designed for high fashion and high function. Photographer Ethan James Green captured the brand spokesperson in striking black-and-white imagery.

"I recently have found incredible inspiration after connecting one-on-one with our customers in our new virtual world, and then walking around New York City and seeing women walking with such confidence," said Stuart Weitzman head of design Edmundo Castillo, in a statement.

"Even in times of uncertainty, I discovered they longed to dress up for themselves," he said. "I loved this idea, which is why I designed the collection with these women in mind, creating pieces to inspire them with fashion details, pieces so comfortable that they stay in their closets forever."

Ms. Williams models the [Parton to-the-knee boots](#), the [Kolbie lace-up boots](#) and the [Caressa 80 stretch mid-calf boots](#). Prices for the Made-in-Spain range from \$595 to \$795.



*Looks from Stuart Weitzman's fall 2020 campaign. Image courtesy of Stuart Weitzman*

### Shoo-in

The fall 2020 campaign also features the photography of still-life photographer Robin Broadbent for the products.

Ms. Williams first modeled for Stuart Weitzman in the spring, cementing a relationship that started at the beginning of the year.

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

Reflecting this stance, the campaign featured her on a platform, standing tall in footwear silhouettes designed to lift the wearer up ([see story](#)).

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