

APPAREL AND ACCESSORIES

Stuart Weitzman taps Serena Williams for new winter campaign

November 9, 2020



Serena Williams for Stuart Weitzman. Image credit: Stuart Weitzman

By LUXURY DAILY NEWS SERVICE

New York-based shoemaker Stuart Weitzman is continuing its relationship with American tennis player Serena Williams for the release of its winter collection.

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

The brand announced Ms. Williams as its new global spokeswoman earlier this year, which highlighted women as pillars of hope and optimism for their communities. The tennis icon stars in the newest winter campaign which focuses on positivity and self confidence.

A grand slam for luxury footwear

In September, the tennis legend was featured in Stuart Weitzman's fall 2020 campaign, modeling the latest looks from the brand. The campaign showcased the tennis superstar wearing boots designed for high fashion and high function ([see story](#)).

In the new campaign, Ms. Williams wears the high-fashion, high-function silhouettes designed to give customers the confidence to be in their element. The campaign is conceptualized to convey the notion of positivity and optimism in two distinct ways: by lifting yourself up or by shining brightly.



Serena Williams for Stuart Weitzman. Image credit: Stuart Weitzman

The campaign's uplifting spirit comes to life with Ms. Williams in a range of style-boosting boots featuring the brand's new durable and lightweight LIFT lug sole, crafted to lift customer's up with a style boost as well as get them through any weather or element.

The styles include the 5050 LIFT boot, a lug-sole update of the 5050 stretch back boot and the hardware-adorned lug-sole Chain Lift Bootie, one of the latest additions to the 5050 Collection.

Last month, Stuart Weitzman's parent company Tapestry, Inc. named Joanne Crevoiserat as its CEO after she served in the role on an interim basis since July. Ms. Crevoiserat is also expected to be appointed as a member of the company's board of directors where Susan Kropf will continue to serve as chair of the board ([see story](#)).

© 2020 Napean LLC. All rights reserved.

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