

APPAREL AND ACCESSORIES

Serena Williams, daughter inspire in new Stuart Weitzman spot

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Iconic athlete Serena Williams continues her work as a global ambassador for Stuart Weitzman in a new short featuring her daughter, Olympia. Image courtesy of Stuart Weitzman

By KATIE TAMOLA

U.S. footwear label Stuart Weitzman is exploring themes of motherhood, leadership and dreams in its spring 2021 campaign with the help of athlete Serena Williams and her daughter, Olympia.

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In a 45-second spot entitled "Footsteps to Follow," Ms. Williams stars alongside her three-year-old daughter, with the duo talking and interacting while modeling the label's newest offerings. The vignette utilizes storytelling to illustrate the bond between mother and daughter and how Olympia admires her talented mother, from her strength and intelligence right down to her shoes.

"The concept of mommy-and-me or a mini-me is something that resonates with a number of people, whether or not you have children," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York. "It's great to see Serena off the court and sharing the bond that she has with her daughter, and we also love when we see mother and daughter in matching looks.

"Listening to Serena talk about her hopes for her daughter is a touching moment as it's a universal feeling that mothers or those that care for others have," she said. "The key moment is seeing Olympia in her mom's shoes as this is something that any child would do, even if their mother isn't a famous powerhouse."

Like mother, like daughter

Ms. Williams has served as a global ambassador for Stuart Weitzman since last year ([see story](#)). Since then, she has starred in various campaigns focusing on positivity and self-confidence ([see story](#)).

The newest vignette opens with Ms. Williams asking her daughter, "Do you love mommy?" After offering a confident "yeah!" Olympia and her mother then repeat the following words to each other: love, strong, dream, beautiful and intelligent.

Ms. Williams then describes her daughter as a "mini-me," while she and her daughter walk and dance throughout the set in different Stuart Weitzman pieces.

In "Footsteps to Follow," Ms. Williams discusses her hopes for her daughter.

Olympia smiles and laughs as she imitates her mother's movements and runs into her arms. Ms. Williams discusses her hopes for her daughter as a subtle, jazzy piano soundtrack softly plays in the background.

The vignette utilizes storytelling to convey a mother's utmost wish: for their child to be happy.

"I don't know if I hope Olympia follows in my footsteps," Ms. Williams says in the short. "I want her to do whatever she wants to do, and what's best for her."

When Olympia tries on her mother's Lyla 75 sandals, Ms. Williams asks her if she would like to go somewhere together.

"Together?" Ms. Williams asks.

"Forever," Olympia responds.

"This ad showcases a very strong, intelligent, loving, successful human being who happens to be female and African American, but also a tennis legend, a mother and a woman with a beautiful body," said Thoma Serdari, director of fashion and luxury MBA and professor at [NYU Stern](#), New York. "It is also a manifestation of tenderness between mother and daughter, a playful interaction between a woman who, while she has been in the spotlight and portrayed as the contemporary, invincible tennis-amazon, is shown here with her guard down as she reveals her soft side, her tenderness, love, and dreams about her daughter."



Olympia looks up to her talented mother in more ways than one. Image courtesy of Stuart Weitzman

The mother-daughter pair wear matching white and black color schemes to model disparate products. The campaign aims to show the high functionality of the footwear.

Some of the shoes Ms. Williams models are the Norah, Lyla 75 sandal, Lyla flat sandal and Gala Lift sandal, which are all now available for purchase.

Brands for all

Stuart Weitzman joins many other luxury brands in a shared commitment to storytelling, diversity and inclusion.

Last month, beauty brand Este Lauder gave a platform to Black women in a special series to commemorate Black History Month, allowing them to share their perspectives on the beauty industry. A recurring theme is the impact of representation in the beauty industry, and how this has evolved in recent years ([see story](#)).

In January, Italian fashion conglomerate Prada Group become the first luxury fashion company to join The Valuable 500, a global community dedicated to transforming the business system for the benefit of people with disabilities. The company strongly recognizes the intrinsic value of people who are disabled and commits to supporting all within its inclusion and sustainability agenda.

Prada Group is currently exploring different opportunities to define a long-term program of activities, which begins with a commitment to hire individuals with Down's syndrome into its retail network ([see story](#)).

Through Ms. Williams, Stuart Weitzman takes an immensely powerful cultural figure and makes her relatable in illustrating a story about mothers wanting the best for their children.

"Serena is a powerhouse," Athleisure Mag's Ms. Smith said. "She is an athlete that owns her space regardless of people who have questions regarding her abilities, her presence et cetera."

"This is a woman who continues to strive, give back to her community and more," she said. "In watching her, you may not do all the things that she does, but people can recognize the ability to juggle a busy life and still being able to be present to the ones that you're doing it for."

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