

APPAREL AND ACCESSORIES

## Stuart Weitzman launches Shine Series podcast

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Launched in March 2021, the Shine Series has made its debut in the audio-only space. Image credit: Spotify

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By LUXURY DAILY NEWS SERVICE

U.S. footwear brand Stuart Weitzman, in partnership with [Dear Media](#), has launched a new podcast for its Shine Series, an existing video program of conversations with inspirational figures and leaders about how they exude strength ([see story](#)).

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Hosted by Stuart Weitzman chief marketing officer Behnaz Ghahramani, the series invites viewers to step into others' shoes and hear discussions about making bold moves and lasting impressions. Each episode aims to celebrate style, comfort and self-confidence, and marks the brand's entry into the audio-based content space.

### Auditory entertainment

In the first episode of the podcast, Stuart Weitzman global spokeswoman Serena Williams opens up about her love of the 5050 boot, or the "G.O.A.T. of shoes" as she claims, her friendship with Meghan Markle and leaving a mark on the world.

With the series, Ms. Ghahramani is attempting to push the brand into a new eraone that inspires global women to let their inner strength shine.

When it comes to reaching affluent consumers in 2021, many luxury brands have recognized the benefits of audio. From Chanel and Dior to Mandarin Oriental and Four Seasons Hotels & Resorts, luxury brands are leveraging podcasts as an affordable marketing tool.

Across sectors, luxury marketers have delved into the podcast world to create a wide range of podcast series, from historical to whimsical and beyond. With 116 million U.S. consumers listening to a podcast on a monthly basis in 2021, according to Edison Research and Triton Digital, there is clearly a market to attract listeners ([see story](#)).

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