

APPAREL AND ACCESSORIES

Stuart Weitzman names Kim Kardashian as global ambassador

September 20, 2022



Kim Kardashian is the face of Stuart Weitzman's "Stand Strong" Fall 2022 campaign. Image credit: Stuart Weitzman

By LUXURY DAILY NEWS SERVICE

Tapestry-owned fashion house **Stuart Weitzman** has announced a promising partnership with billionaire influencer and media personality Kim Kardashian, who is serving as the brand's new global ambassador.

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

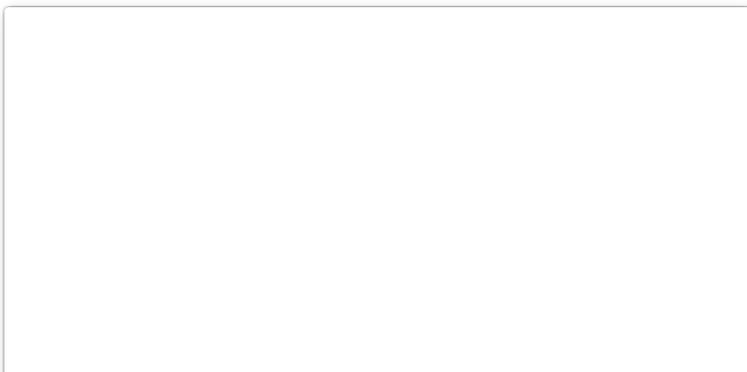
As the footwear label's fall collection launches, Ms. Kardashian has been revealed as the face of the drop. A strong social media audience of 330 million Instagram followers, worldwide notoriety and an impending Hulu release makes her an ideal candidate to generate buzz around Stuart Weitzman's luxury selection.

As seen on Kim

Ms. Kardashian stars in Stuart Weitzman's new Stand Strong campaign, which celebrates the power of women who stand strong today and everyday, according to the brand.

The brand's newly-appointed global ambassador appears in still shots, now live across social. Ms. Kardashian herself has also gone live with content.

The subject of an expansive Instagram Reels series, the new fall 2022 collection from Stuart Weitzman is currently live on the brand's website. Luxury shoppers and dedicated fans can sort through stylish over-the-knee boots that are labeled "as seen on Kim Kardashian," to duplicate the legendary influencer's campaign looks.



[View this post on Instagram](#)

A post shared by STUART WEITZMAN (@stuartweitzman)

An image of Kim Kardashian as the face of the "Stand Strong" campaign

The fall campaign was photographed by Italian-American fashion photographer Mario Sorrenti and styled by Alastair McKimm, the editor-in-chief of i-D Magazine.

Ms. Kardashian's makeup was executed by artist Ariel Tejada, who accompanied the talent to Paris Couture Fashion Week and is responsible for many of her signature glam looks, including the bold and dramatic eye she wore on the Balenciaga runway.

While Ms. Kardashian is sparking controversy as Stuart Weitzman's newest nude ambassador select imagery depicts the starlet in nothing but shoes she has lent her image to other luxury brands as recently as last month.

Ms. Kardashian was the star of French fashion house Balenciaga's winter 2022 campaign and promoted the "360 Collection" on the brand's Instagram page ([see story](#)).

© 2022 Napean LLC. All rights reserved.

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