

COMMERCE

Stuart Weitzman appoints new global brand ambassadors

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**STUART WEITZMAN**

A film starring the talents will premiere next month. Image courtesy of Stuart Weitzman/Ned Rogers

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

U.S. footwear brand Stuart Weitzman is introducing new representatives.

American gymnast Aly Raisman, American model Christy Turlington, American actress and writer Issa Rae, American actress Lucy Liu and Chinese model Ming Xi are the label's new global brand ambassadors. Chosen in a celebration of modern womanhood, the talents will star in a campaign film titled "How Lovely to Be a Woman," set to debut on Sept. 4, 2024.

"Creating stylish and comfortable shoes that empower women with strength and confidence is the cornerstone of the Stuart Weitzman brand," said Kaisy Mae O'Reilly, SVP and chief marketing officer at **Stuart Weitzman**, in a statement.

"It's an important time to stand strong as a woman, so we have carefully chosen our new global ambassadors as they embody this strong feminine spirit in their own unique way," Ms. O'Reilly said. "Through their incredible lived experiences, each woman has her own story of inspiration to share, which we hope can spark confidence in women everywhere."

Embracing womanhood

A remixed version of "How Lovely to Be a Woman," from the 1963 musical *Bye Bye Birdie* carries Stuart Weitzman's video, charged by Russian American director Matvey Fiks.

Shot by American fashion photographer Ned Rogers, the upcoming campaign will showcase footwear from the house's "5050," Stuart and Nudist collections, while also highlighting its fall 2024 Emerson capsule.

The items can be purchased in Stuart Weitzman boutiques, on the maison's **website** and at select retailers around the world.



Ms. Liu is an award-winning Hollywood talent, with her career blazing the trail for increased racial representation on the big screen. Image courtesy of Stuart Weitzman/Ned Rogers

Each of the new appointees “exceeds expectations and uses their platforms for good” in their own unique way, according to a statement.

Stuart Weitzman is calling Olympic medalist Ms. Raisman its “Athlete Advocate,” while Ms. Xi, referred to as the “Balancing Beauty,” breaks from convention as the working mother of two children.

Ms. Turlington ([see story](#)) is dubbed the brand’s “Model Maternal Health Activist,” as she founded and leads pregnancy safety advocacy nonprofit Every Mother Counts over a decade ago.

Leaders have declared Ms. Rae and Ms. Liu as the “Modern Mogul” and the “Nonconforming Artist,” respectively, due to their trailblazing business and on-screen accomplishments.

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