

COMMERCE

Stuart Weitzman appoints first men's global brand ambassador

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The luxury brand is naming People's reigning "Sexiest TV Show Host Alive" to the promotional role. Image courtesy of Stuart Weitzman/Ned Rogers

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

A new face represents U.S. footwear brand Stuart Weitzman.

The label has named American actor Mark Consuelos its first-ever men's global brand ambassador. Announced Nov. 22, the Emmy-winning co-host of ABC daytime talk show "Live with Kelly and Mark" appears in a new campaign sporting a Stuart Weitzman men's collection launched earlier this year.

"At Stuart Weitzman, everything we do is born from our purpose of inspiring women with confidence, as well as finding meaningful ways to engage her," said Kaisy Mae O'Reilly, SVP and chief marketing officer at [Stuart Weitzman](#), in a statement.

"With our recent launch into Men's, it was important that we chose a brand ambassador who represents a continuation of our brand's narrative of celebrating modern womanhood," Ms. O'Reilly said. "Mark famously adores and supports Kelly, and we believe there is nothing sexier than that."

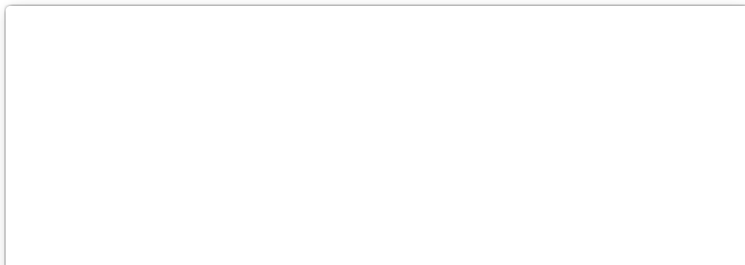
"This campaign shines a spotlight on men just like him."

Refined presence

Shot by American fashion photographer Ned Rogers, who recently worked with the maison to bring *How Lovely to Be a Woman* ([see story](#)) to life, the campaign takes on the brand's signature black-and-white imagery.

Mr. Consuelos wears two fall styles: the Adam Boot, a lace-up option, and the Aiden Boot, which takes inspiration from classic Chelsea boot designs. Both feature stretch-infused shafts and lightweight lug soles.

"I am thrilled to be named Stuart Weitzman's first-ever Men's global ambassador," said Mr. Consuelos, in a statement.



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A post shared by STUART WEITZMAN (@stuartweitzman)

"I know the brand because of my wife, who has many blue shoeboxes in her closet," he said. "I'm honored to be thought of as the definition of the Stuart Weitzman man.

"When I told her about the campaign concept of strong, sophisticated and sexy, she encouraged me to go for it and put all my hours in the gym to good use!"

The Stuart Weitzman men's collection is available via select retailers, including Saks Fifth Avenue, Neiman Marcus, Bergdorf Goodman, Nordstrom and The Level Shoes Dubai, as well as on stuartweitzman.com.

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