

APPAREL AND ACCESSORIES

# Stuart Weitzman links with actress Keke Palmer for holiday campaign

November 6, 2025



*The company is leaning on classic luxury codes with its festive marketing endeavor. Image credit: Stuart Weitzman/Philip-Daniel Ducasse*

---

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

U.S. footwear brand **Stuart Weitzman** is sharing a new vision of the symbolic SW woman.

On Nov. 6, the brand released its holiday 2025 campaign, titled "Life of the Party." Starring American actress Keke Palmer, the promotional initiative spotlights a special festive collection through a vintage luxury lens.

## High-end highlights

Shot by New York-based photographer Philip-Daniel Ducasse, Life of the Party captures its central figure in black-and-white imagery.

Alongside the retro aesthetic, the campaign features Ms. Palmer in a series of throwback environments, such as a classic, old-fashioned bar. The stylized stills are accompanied by a short film, dubbed "Keke Palmer's Sh\*t List."



*In the video, the talent muses on aspects of life that annoy her, including uncomfortable shoes and crossing subway grates in heels. Image credit: Stuart Weitzman/Philip-Daniel Ducasse*

"Stuart Weitzman knows who their woman is: She's me," said Ms. Palmer, in a statement.

"I'm always juggling a million things at once family, life, career so the idea that the ultimate indulgence is a night all to myself really spoke to me, especially because I've been journaling for decades," she said. "Plus, I've worn and loved this brand for years!"

“The sparkling shoes and handbags in the Collection are just too good.”

Stuart Weitzman’s 2025 festive programming is styled by acclaimed American fashion editor Gabriella Karefa-Johnson, who recently lent her talents to LVMH-owned Belvedere Vodka ([see story](#)).

The footwear brand’s new Holiday Collection spans pumps, slides, platforms and sandals, alongside a selection of handbags. The assemblage is available at Stuart Weitzman’s New York boutiques, on the label’s [website](#) and at select retailers.

---

© 2025 Reliance Relocation Services, Inc. All rights reserved.

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