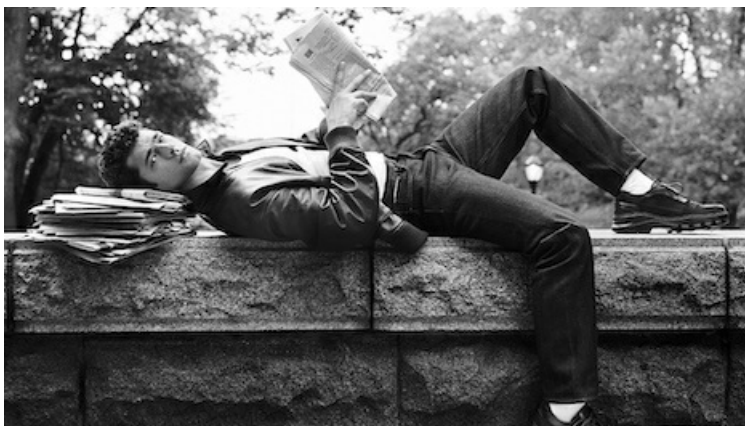


APPAREL AND ACCESSORIES

Model Sean O'Pry carries latest chapter of Stuart Weitzman New York'

January 14, 2026



The campaign is shot by Australian photographer Ned Rogers on location in New York City. Image courtesy of Stuart Weitzman/Ned Rogers

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

U.S. footwear brand Stuart Weitzman is launching its latest men's campaign.

American model Sean O'Pry helps introduce the next chapter of "Stuart Weitzman New York." The campaign is shot by Australian photographer Ned Rogers on location in New York City.

"As we continue our expansion into the men's footwear category, we set out to further distinguish ourselves from our competitors," said Jonathan Lelonek, brand president of **Stuart Weitzman New York**, in a statement.

"Guided by insights and an in-depth understanding of our customer, his needs and his wants, we are honing our strategic focus on creating elevated and versatile loafers and lace-ups that both work with and effortlessly elevate his wardrobe."

Hustle and bustle

Originally introduced via a fall 2025 advertising push featuring womenswear ([see story](#)), the latest edition of Stuart Weitzman New York continues the brand's hometown celebration.

The Stuart Weitzman New York Men's Collection includes styles such as the Bennett Moccasin, Briggs Loafer and Cedar Sneaker.

Mr. O'Pry is captured in various locales across the city wearing the collection in black-and-white imagery that exposes audiences to the Stuart Weitzman man.



The Bennett Moccasin, Briggs Loafer and Cedar Sneaker are among the Stuart Weitzman Men's Collection's available styles. Image courtesy of Stuart Weitzman/Ned Rogers

The collection is available at Stuart Weitzman boutiques, on the brand's website and at select global retail partner locations.

While the new release highlights visions of masculinity, modern women are showcased in recent advertising campaigns from Stuart Weitzman. This includes "Life of the Party," the holiday campaign stars American actress Keke Palmer ([see story](#)).

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