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Stuart Weitzman steps up marketing via Cinderella on Broadway partnership

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By ERIN SHEA

Footwear label Stuart Weitzman is pushing its new fairy tale-inspired collection through the March 3 Broadway debut of Rodger and Hammerstein's Cinderella.

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Stuart Weitzman was named the official designer of the glass slipper that will be worn during the performance. The shoe is part of the Clearly Timeless collection that was inspired by the musical and has been promoted by both the designer and the show.

“[The slipper] is the first luxury shoe every little girl has ever dreamed about, which innately connection with the Stuart Weitzman core brand message with its design details of glamour and romance,” said Karen Ferko, vice president of public relations at [Stuart Weitzman](#), New York.

“[The collection was created] to celebrate one of the world's first iconic shoes as seen through the eyes of designer Stuart Weitzman today for the modern woman,” she said.

Glass slippers

The shoe that will be worn by Cinderella during the Broadway performances is a transparent vinyl silhouette bejeweled with Swarovski crystals. It is available for purchase from Stuart Weitzman and is priced at \$575.

The other shoes in the Clearly Timeless collection have similar crystal designs and are in the same price range.

The Cinderella shoe and the rest of the collection are being pushed on the brand's social media account and the Broadway show's social media accounts.



Cinderella the musical's post

Both posts have been “liked” and shared multiple times. The double exposure that the brand is getting from the promotions by the show will help it reach an additional audience and gain more transactions.

“The connection between the Stuart Weitzman Clearly Timeless collection and Rodgers and Hammerstein’s launch of Cinderella has a fairy-tale association that every girl dreams of,” said Dalia Strum, president of Dalia Inc., New York.

“The brand is establishing itself as a go-to for luxurious lifestyles and magical experiences,” she said.

Pairing up

Luxury brands can partner with events, companies and brands to gain additional exposure for their products outside of their normal reach.

For instance, Swiss watchmaker Hublot boosted brand visibility by becoming the official timekeeper of the Los Angeles Lakers National Basketball Association team.

Hublot presented a wall clock to the Lakers to symbolize the partnership during halftime at the Lakers versus the New Orleans Hornets game Jan. 29 at the Staples Center in Los Angeles ([see story](#)).

Also, Toyota Corp.’s Lexus will gain year-round exposure across Madison Square Garden’s sports, entertainment and media properties in New York through a long-term partnership with the Madison Square Garden Co.

Lexus is the official luxury vehicle of Madison Square Garden, The Theater at Madison Square Garden, New York Knicks, New York Rangers, New York Liberty and the Concert Series at Madison Square Garden. This partnership gives Lexus exposure to more than 600 million consumers annually ([see story](#)).

For Stuart Weitzman, working with the Broadway show may attract Cinderella fans who want to purchase the actual glass slippers and, therefore, drive revenue for the brand.

“The opportunity for the brand is that it is associating its name with special occasions to create a princess experience,” Ms. Strum said.

“This synergistic relationship adds value to Stuart Weitzman by featuring the brand with a timeless, aspirational story,” she said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

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