

INTERNET

Stuart Weitzman offers customization of red carpet pump during award season

February 13, 2014



By SARAH JONES

U.S. footwear label Stuart Weitzman is offering consumers the option to customize their own version of the pump sandal often seen on celebrities at red carpet events timed to synchronize with awards season buzz.

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Luxury Daily

From Feb. 12 to March 12, consumers can create their own version of the brand's "Nudist" pump, choosing their own colors and heel height. This interactive shopping experience will be able to engage both consumers and aspirational fans of the brand, who will play with the design program on Stuart Weitzman's Web site.

"In all our years, we have never seen such a fast demand develop amongst celebrities for one style," said Wayne Kulkin, CEO of [Stuart Weitzman](#), New York. "Consistently the Nudist was a style mainly for red carpet and award shows, but then we saw they started to use for their personal lives.

"When you come upon an item with such cross over, we would be crazy not to offer it to our loyal Stuart Weitzman customer base," he said. "It's much more fun offering 12 flavors than just vanilla and chocolate."

Personal style

Stuart Weitzman's "SW x You" program launched with a featured box on the brand's homepage below an image of Kate Moss wearing the shoe in the label's spring campaign. Also added to the Web site is a navigation tab dedicated to the program, bolded to stand out from the other options across the top of the page.



Stuart Weitzman homepage

When a consumer opens the shoe customization tab, she is invited to begin designing. This page tells consumers that they only have until March 12 to place their order, and that orders will be delivered by end of May.



SW x You homepage

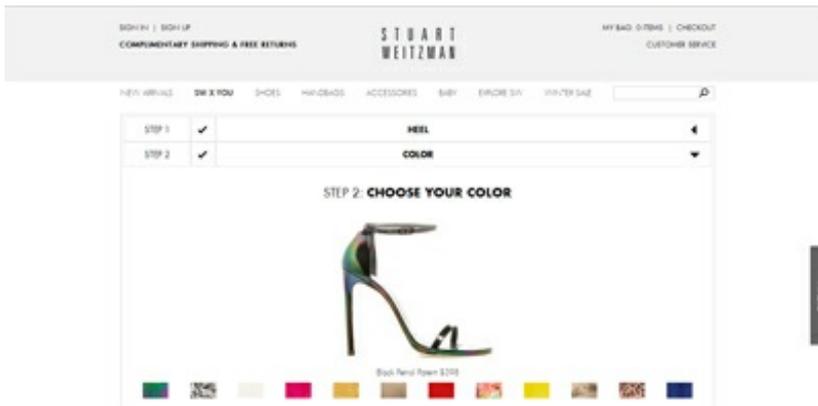
First, the tool asks consumers to select a heel height. Specially for this program, Stuart Weitzman is offering a 3-inch heeled "Naked" option in addition to the 4 ½-inch heeled original Nudist style.



SW x You heel sizes

After choosing height, consumers are asked to pick a color, choosing between 12 hues

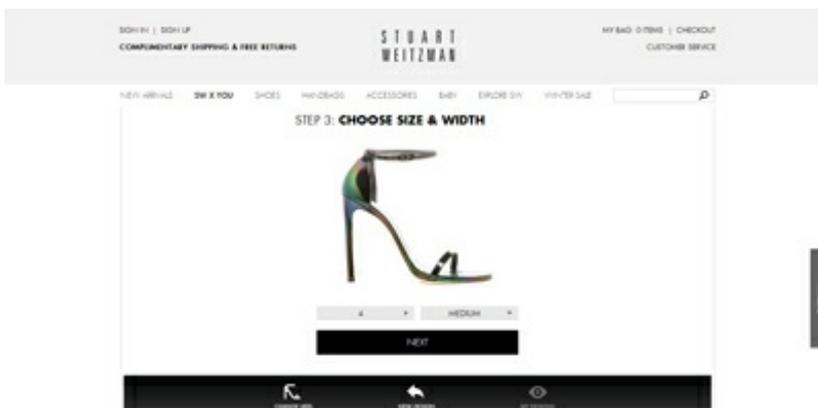
with different materials. The Nudist is typically only available in a textured leather in tan and black on the brand's ecommerce site, so this gives consumers much more variety.



SW x You color options

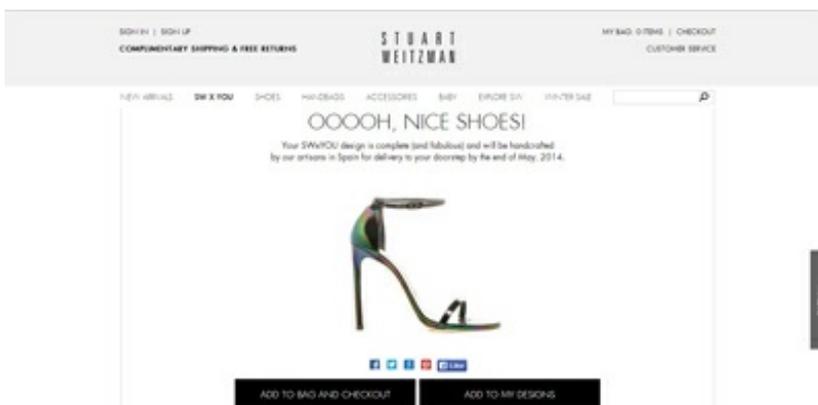
Color options include an iridescent patent leather, hot pink and yellow suede and a camouflage linen. Prices for different materials range from \$385 to \$625.

Last, consumers can select their size, choosing from a slightly wider size range than the premade Nudist pumps.



SW x You size and width options

Once the size is selected, a page pops up with the completed design, complimenting the consumer on the shoes, and telling her that her shoes will be handcrafted in Spain by the label's artisans. From there, consumers can either proceed to checkout or save their design online.



SW x You finished design

A saved design can be purchased with one click from the gallery if a consumer chooses to return to them at a later time.



SW x You design gallery

Stuart Weitzman has also incorporated social sharing buttons, which allow consumers to share their design with their social network. This allows aspirational consumers to participate, and spreads the reach of the campaign through word of mouth.

The program allows consumers to go back and design again with buttons on the bottom of the customizer.

If a consumer clicks on the product page for the Nudist pump, the brand has included a link to the SW x You customization page.

Stuart Weitzman's Nudist pumps have been seen on a number of celebrities at red carpet events this season, including actresses Taylor Schilling and Elizabeth Moss at the Golden Globes.

Stuart Weitzman's Facebook page has a stream of posts about their most popular red carpet accessory, showing images of celebrities in the shoes.



Stuart Weitzman

January 8

Hello Red Carpet. Awards season has officially arrived. Which shoe will your favorite celeb be wearing? We're wild about #THENUDIST People's Choice Awards

SHOP NOW: <http://sweitzman.com/K6hdnb>



Like · Comment · Share

656 13 46

Facebook post from Stuart Weitzman

Since this particular shoe is appearing and on consumers' minds, this is the most effective time to run this promotion.

Individualized attention

Customization offers footwear brands the opportunity to appeal to a wider audience of consumers with different personal styles.

For example, Italian footwear and apparel maker Salvatore Ferragamo fete the 35th anniversary of the label's iconic Vara shoes with its first custom offering and a digital photography campaign.

The L'Icona digital project features 21 modern women who each wear a custom pair of Vara or Varina shoes in pictures taken by fine art photographer Claiborne Swanson Frank. The campaign marks the first time that the two shoe styles are available for custom order ([see story](#)).

Stuart Weitzman has previously showcased one of its iconic shoe models online.

For instance, the footwear label celebrated the twentieth anniversary of its signature 5050 Boot through a digital pop-up shop with online off-price retailer Gilt Oct. 17 through Nov. 5 to reach a global audience while experimenting with a new ecommerce tactic.

The digital format allowed Stuart Weitzman to build product awareness on a scale that

bricks-and-mortar locations would not have been able to match. The label's digital pop-up approach may become a trend among other online retailers looking to set themselves apart from competitors ([see story](#)).

This program reflects the Stuart Weitzman wholesale model, allowing for unique footwear.

"Our business model is based off customization with our wholesale accounts, so we wanted to give our individual Stuart Weitzman fans the ability to put themselves in Stuart's shoes and create with their favorite color, texture and height," Mr. Kulkin said.

"This gives our customer the chance to be their own shoe designer," he said. "The program benefits the brand by letting the customer be engaged and have a voice in their design with color and heel height rather than being told."

Final Take

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