

INTERNET

Stuart Weitzman teams up with Harper's Bazaar for exclusive capsule collection

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By SARAH JONES

Footwear label Stuart Weitzman has partnered with Harper's Bazaar editors on a capsule collection available exclusively on ShopBazaar.

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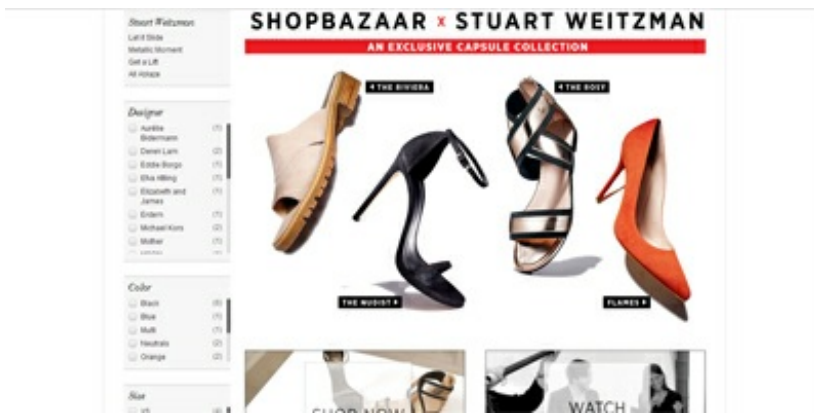
Luxury Daily

The four styles available were co-designed by Stuart Weitzman and the fashion editors, the first capsule collection created specifically for ShopBazaar, the ecommerce site of the fashion magazine. By partnering with Harper's Bazaar, the brand is able to reach fashion-conscious readers who look to the same editors for fashion advice.

"The Harper's Bazaar reader knows fashion and loves not only trends but also has innate sense to seek well-crafted, high-quality designs," said Stuart Weitzman, founder and designer of [Stuart Weitzman Holdings LLC](#), New York. "I couldn't ask for a better audience for my products."

Editor input

The collection became available on March 18, housed on a dedicated Web page on ShopBazaar.



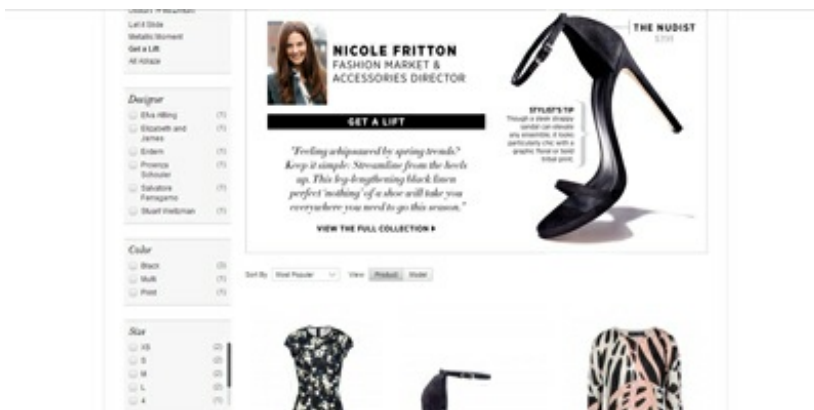
Stuart Weitzman capsule collection on ShopBazaar

Consumers can click on the images on the page of the styles to hear the fashion editors' takes on their designs.

Amanda Weiner, the senior accessories editor for the magazine, designed a low heel slide in Vecchio Nappa leather with a lug sole. In her quote, she explains how the leather gets richer as it wears in, perfect since she plans to wear hers all summer long.

A "shop the look" link takes consumers to a page that contains a blurb explaining how to style the look, and then lists products that make up an entire outfit that can be worn. Included in the products are the shoes featured.

For example, fashion market and accessories director Nicole Fritton created a black linen version of the brand's minimal Nudist high heel sandal. The styling page tells consumers that it would work best with a bold print, and then features an Erdem black floral dress and a Proenza Schouler graphic print sweater that could be paired with the shoes.



Stuart Weitzman on ShopBazaar

The other shoes in the line include rose gold and black flat sandals conceptualized by style director Joanna Hillman and orange suede pumps from executive accessories editor Sam Broekema.

Stuart Weitzman's shoes for Harper's Bazaar range in price from \$298 to \$398.

In addition to browsing individual shoes, ShopBazaar has included a link to a product page with all four of the shoes.

A video takes consumers inside the collaboration, getting the designer's take on the

collaboration, as well as showing Mr. Broekema and Ms. Weiner picking out fabrics and talking about their shoes created with Stuart Weitzman, explaining how they represent runway trends and how they can be worn.



Video still

On the page, there is also a link for consumers to enter a sweepstakes to win the entire collection.

Harper's Bazaar featured the collection in its April issue, and has also publicized the capsule on social media.



Tweet from Harper's Bazaar

Besides the placement on ShopBazaar, Stuart Weitzman's capsule for the magazine is featured on the brand's Web site, with a link to shop the collection on the other ecommerce site.

Customized approach

Through other initiatives, Stuart Weitzman has allowed consumers to play designer, customizing their own shoes to reflect their personality.

The brand offered 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.

From Feb. 12 to March 12, consumers could create their own version of the brand's "Nudist" pump, choosing their own colors and heel height. This interactive shopping experience engaged both consumers and aspirational fans of the brand, who played with the design program on Stuart Weitzman's Web site ([see story](#)).

Stuart Weitzman has previously partnered with another ecommerce site to reach a different audience.

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 are not 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](#)).

Partnering with Harper's Bazaar worked for Stuart Weitzman because the end result balanced what the magazine reader is looking for while staying within the codes of the brand.

"This is special because it has the editor's influence with the design," Mr. Weitzman said. "They know this reader inside and out, thus the collection is almost curated to fit their fashion taste while staying true to our brand DNA."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York