

INTERNET

## Stuart Weitzman drives full-price ecommerce with Rent the Runway partnership

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*Rent the Runway look with Stuart Weitzman pumps*

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By SARAH JONES

Footwear label Stuart Weitzman has teamed up with designer borrowing service Rent the Runway for its spring look book.

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**Luxury Daily**

Stuart Weitzman is the sole shoe brand featured in the outfits shown on the service's Web site, giving the label a monopoly on consumer attention during the browsing process. Even though Rent the Runway specializes in off-price renting of garments, Stuart Weitzman may see a bump in full-price sales from the links to its ecommerce site within the style feature.

"These two are great complimentary brands and the collaboration brings a great value to both of their customers," said Yuli Ziv, founder/CEO of [Style Coalition](#), New York.

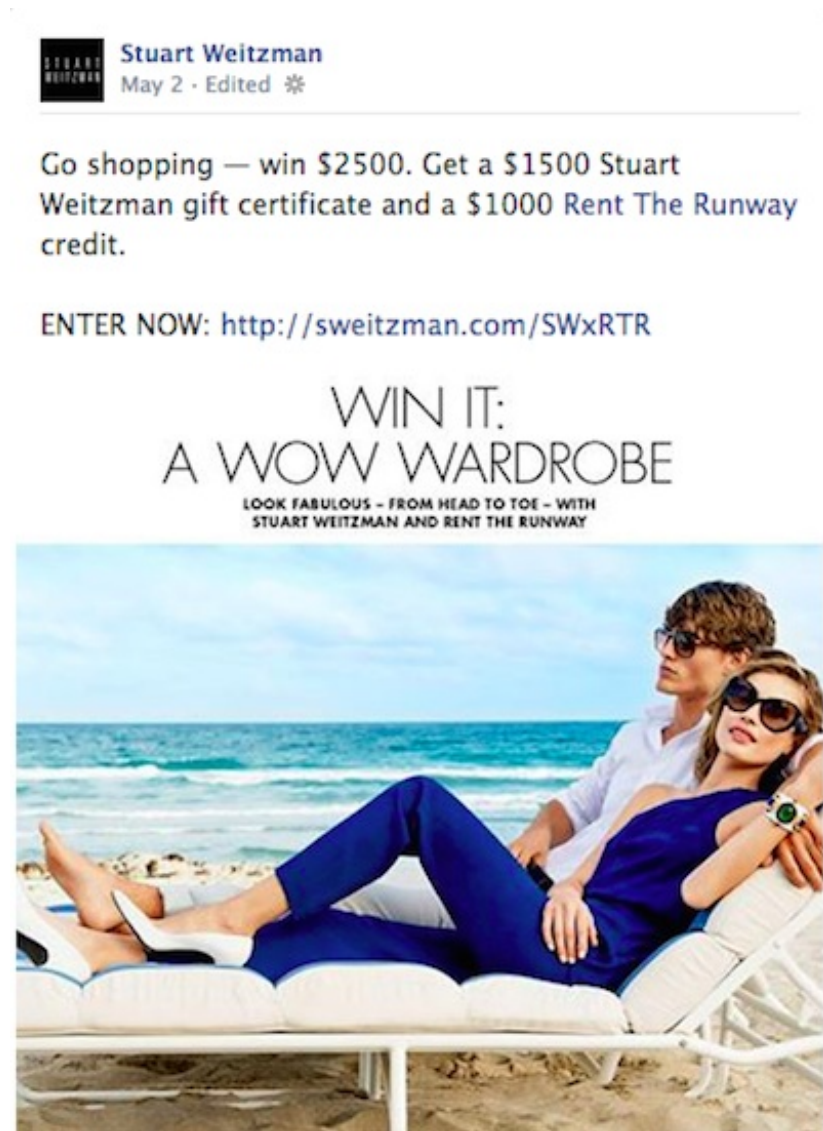
"It is also an example of a great marketing integration, seamlessly cross promoting products within existing context," she said. "By creating continuous collaboration rather than a one-off promotion, the brands create a stronger bond and recognition among their audience."

Ms. Ziv is not affiliated with Stuart Weitzman but agreed to comment as an industry expert.

Stuart Weitzman was unable to comment before press deadline.

Rent or own

Stuart Weitzman partnered with Rent the Runway on a social contest in early May. Consumers could enter to win a \$1,000 Rent the Runway credit as well as a \$1,500 Stuart Weitzman gift certificate, but they needed to like the service online first.

A screenshot of a Facebook post from Stuart Weitzman. The post header shows the Stuart Weitzman logo and the text "May 2 · Edited". The main text of the post reads: "Go shopping — win \$2500. Get a \$1500 Stuart Weitzman gift certificate and a \$1000 Rent The Runway credit." Below this is the entry link: "ENTER NOW: <http://sweitzman.com/SWxRTR>". The post features a promotional image with the text "WIN IT: A WOW WARDROBE" and "LOOK FABULOUS - FROM HEAD TO TOE - WITH STUART WEITZMAN AND RENT THE RUNWAY". The image shows a man and a woman relaxing on lounge chairs on a beach. The woman is wearing a dark blue jumpsuit and white high-heeled sandals, while the man is wearing a white shirt and sunglasses.

*Facebook post from Stuart Weitzman*

This cross promotion has now continued on the retailer's Web site.

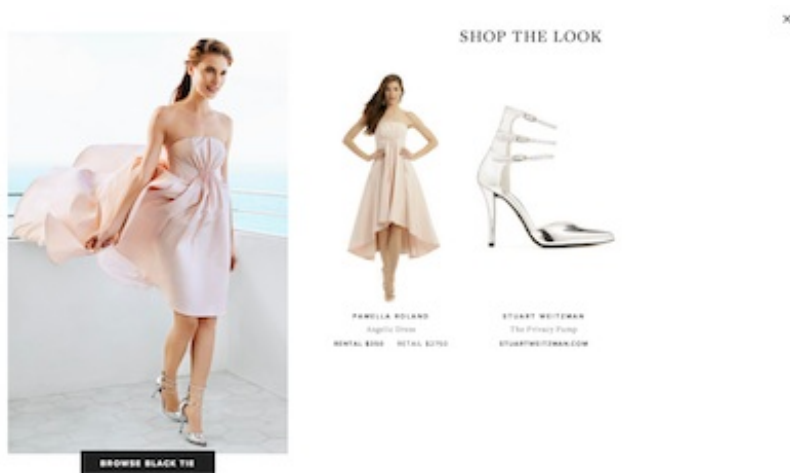
Rent the Runway compiled a photo spread online of outfits for various occasions, using only Stuart Weitzman shoes to complete the looks. Evening attire is matched with silver ankle strap heels, while a floral dress to visit a vineyard is paired up with tan strappy sandals.



*Look book image from Rent the Runway*

Each look includes a “shop the look” button, which pulls up the details of the pieces worn by all of the models in the photo.

The shopping links included in these windows take consumers to the product page on Rent the Runway where they can borrow the garment for much less than its retail price. However, the Stuart Weitzman shoes are linked to the brand’s Web site for full price ecommerce.



*Shopping pop-up on Rent the Runway's look book*

Stuart Weitzman and Rent the Runway both publicized the look book, providing direct links to the guide on social media, and mentioning the other in their posts.

The footwear brand also sent an email featuring one of the looks, which includes a high-low halter dress and the label’s flat Synopsis sandal. The email subject line asked consumers "Memorial Day: What will you be wearing?"

# SUMMER WARDROBE SPECTACULAR

LOOK FABULOUS – FROM HEAD TO TOE – WITH  
STUART WEITZMAN AND RENT THE RUNWAY

COMPLETE YOUR LOOK



## *Email from Stuart Weitzman*

When a consumer clicks through on the email button with the call-to-action to “complete your look,” they are taken directly to the itemized list provided on Rent the Runway rather than to Stuart Weitzman’s Web site.

"Stewart Weitzman is known as a go-to brand for a special occasion footwear, which is a great target for the Rent the Runway customer," Ms. Ziv said. "That aspirational customer is willing to invest in a great pair of evening shoes, but prefers to rent designer dresses for their wardrobe diversity."

## Style solution

Stuart Weitzman has previously tied itself to function dressing to reach a younger consumer base.

For instance, the footwear label targeted music festival attendees with digital content informing consumers that the brand carries the ideal footwear for Coachella.

Through an email, ecommerce feature and social media posts, Stuart Weitzman placed its shoes in the front of consumers as they shopped for fashionable festival attire. Stuart Weitzman is most known for its pumps and dress shoes, so this gave the brand the opportunity to highlight its more casual styles ([see story](#)).

Partnering with Rent the Runway gives Stuart Weitzman both a digital and physical presence due to the service’s recent expansion.

Rent the Runway jumped from its online-only foundation Oct. 17 with a new showroom in Henri Bendel's New York flagship store that provides consumers with a guided and efficient way to find the right outfit.

The 1,400-square foot, second-floor showroom features a rotating collection of the retailer's 175 designer brands and lets consumers work directly with Rent the Runway Go-To Girl personal stylists. Beyond enhancing efficiency, the showroom gives the brand greater control over its image since in-store experiences are generally more encapsulating than digital ([see story](#)).

This collaboration will likely be beneficial for Stuart Weitzman as a way for the brand to build awareness of its product line.

"The collaboration may result in spontaneous purchases of the shoes to compliment the rented outfit and vice versa," Ms. Ziv said.

"There is also an aspiration element of seeing the full look put together by these two brands, guiding consumers in their style choices," she said.

"Even if the results are not immediate both brands may benefit from staying on consumer's top of mind when it comes to special occasion shopping."

Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/zOx3gh2S2tE](https://www.youtube.com/embed/zOx3gh2S2tE)

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