

INTERNET

Stuart Weitzman paints lifestyle beyond shoes in fantasy social video

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Video still from Stuart Weitzman's "Feel So Good"

By SARAH JONES

U.S. footwear label Stuart Weitzman is promoting a lifestyle first and shoes second in a new social video.

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Luxury Daily

Stuart Weitzman's "Feel So Good" video, which premiered May 22, stars actress Zoe Saldana in a dreamlike world filled with beautiful men and women lounging poolside at a Hollywood house. This video allows the brand to connect to an audience on social media, which tends to skew younger.

"Our videos are meant to bring the Stuart Weitzman brand to life in an emotionally resonant way, and music is the universal language," said Susan Duffy, chief marketing officer at [Stuart Weitzman](#), New York.

"The soundtrack and title of the film, 'Feel So Good,' could be straight from our brand DNA book, i.e. Stuart Weitzman shoes feel as good as they look and look as good as they feel," she said. "Stuart is brilliant in that he designs and engineers for style and comfort. The video says it all in a visually seductive way.

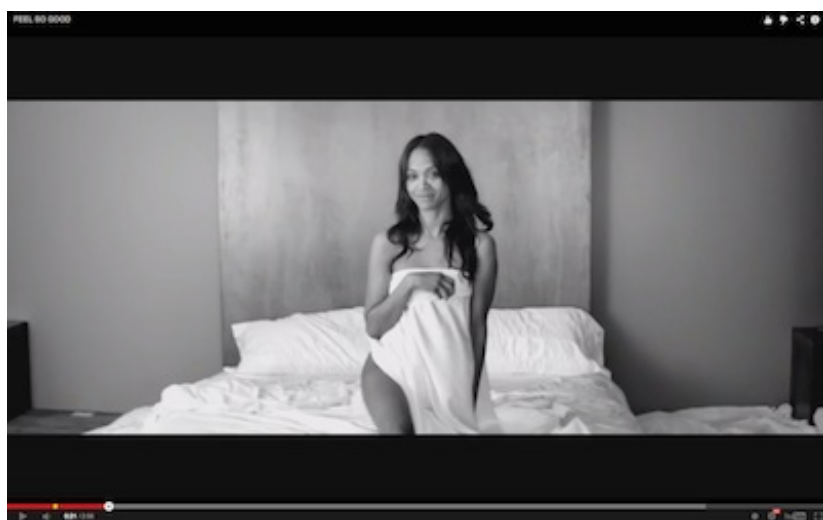
"Also, it's summer and we wanted to show another side of the brand from a marketing

perspective that ties into a growing audience of fun fashion driven millennials."

Pool party

Nino Muños directed the short black-and-white film, which is set in a glass house that overlooks Los Angeles. The video is set to a soundtrack of Jamiroquai's song "Feel So Good."

The three-minute video begins with overlapping images of Ms. Saldana rising in bed and men jumping into a pool. The actress gets out of bed wearing a sheet and the video cuts to an image of her in a little black dress and heels twirling inside a curtain.



Video still from Stuart Weitzman's "Feel So Good"

After showing Ms. Saldana walking through a hallway, the video shows her and a group of revelers poolside.

A series of quick shots captures moments at the party, as the attendees snap photos of each other, play soccer and kiss each other. At one point Ms. Saldana jumps into the pool wearing her strappy sandals.



Video still of Stuart Weitzman's "Feel So Good"

In another outfit change, Miss Saldana is then seen wearing a leather jacket, jean shorts and floral pumps. She walks over to a man sitting on a lounge chair with a puppy and pretends she is going to kiss him to distract him so she can hold the dog.



Video still of Stuart Weitzman's "Feel So Good"

In the final shot, Ms. Saldana is shown back in bed, leaving it up to the viewer to decide the sequence of events, or whether the poolside party actually happened.

While shoes do play a part in the video, there are not very many close up shots of the different styles Ms. Saldana wears throughout. Instead, this video is more focused on communicating the lifestyle the brand is associated with.

Embedded Video: [//www.youtube.com/embed/v5Zjmv5VMac](https://www.youtube.com/embed/v5Zjmv5VMac)

Feel So Good by Stuart Weitzman

The video was published to Stuart Weitzman's Web site and on its social media pages to encourage sharing. On its home page, the brand invites consumers to "come back to reality and shop."

Stuart Weitzman is encouraging a social conversation about its shoes and the film with the hashtag #FeelSoGood. This is meant to drive home the concept that the brand's shoes "look as good as they feel and feel as good as they look."

Ms. Saldana herself began a conversation using the hashtag, posting the video to Twitter and mentioning how much fun she had filming it.



Tweet from Zoe Saldana

"Stuart Weitzman is an incredibly democratic brand in that Stuart designs for multi generations of women," Ms. Duffy said.

"The key thread is that Stuart Weitzman women are confident, independent, sexy, playful and smart – Zoe is all this and more," she said. "She's a girl's girl and a guy's girl."

Emerging artists

The footwear designer has previously enlisted independent filmmakers Balthazar Klärwein and James Franco to direct films.

Stuart Weitzman looked to build social media followers through a new video called "Walking After Midnight" that gave access to limited-time offers.

The video starred Petra Němcová and was directed by actor/director James Franco. The video, which was released in four installments, is supported by a hefty social media campaign involving Facebook and Twitter ([see story](#)).

Since shoes allow women to share their personality, videos that tell a story or show a lifestyle are effective to help the consumer decide if a brand fits.

Footwear and accessories label Jimmy Choo showed the edgier side of its pre-fall collection with a campaign video with a motorcycle theme.

This is the fourth time the brand has cast Nicole Kidman in a campaign video, thus creating a more solid connection between the actress and the brand. This video is more narrative-driven than previous Jimmy Choo films, showing Ms. Kidman interacting with a male model in the middle of a desert, compared to previous videos that showed only her ([see story](#)).

Stuart Weitzman's video will help the brand open up to a larger audience of potential

consumers.

"As with all brand initiatives we strive to open the access point to the brand," Ms. Duffy said. "We hope that everyone will want to walk in Zoe's shoes and join the party.

"Part of our bigger social media strategy we also offered exclusive behind-the-scenes photos to be released exclusively on Instagram and are working with fashion style influencers on social promotion of the video."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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