

Special Issue:

Stuart Weitzman Takes New York Fashion Week

February 8th was a pivotal moment for the Stuart Weitzman brand: Giovanni Morelli's highly anticipated Fall 2018 Collection debuted at New York Fashion Week. The presentation marked two major firsts — Morelli's first official collection as Creative Director, and SW's first time on the NYFW roster.



The Location

NYC's The Pool restaurant (aptly named because of the feature pool in the center of the room) was the perfect backdrop for Morelli's dynamic designs. Some might recognize the venue, housed inside the historic Seagram Building, as the former home of the storied Four Seasons restaurant. Cascading drapes and dramatic lighting helped set the mood — individual spotlights shone down on each group of products.

The Display

A curated assortment of shoes, handbags and jewelry, all hand-picked for the presentation by Morelli, were showcased throughout the expansive room. Some shoes featured laces undone and some lay on their side for an organic feel. Each product grouping told a different color story. SW's new signature blue violet shade was prominently displayed — it could be seen on oversized cubes used in the step-and-repeat and on 20 specially made glass shoeboxes used as props. Morelli was instrumental in the look and feel of the presentation. "I want to add another layer of fashion but always with a sense of reality. It's important you can wear all the shoes," he said.



The Buzz

Morelli's showing was a hot ticket: the collection was viewed by 550 people, including editors from 15 countries (Mexico, Korea, China and Australia to name a few). The presentation made global headlines in digital publications, from *Vogue* to *The New York Times*, and *WWD* called this "a new era" for the brand. Retailers loved it too: "We were really excited to see Giovanni's impact on the collection and the energy he's bringing to the brand," said Kristin Frossmo, EVP and GMM, Nordstrom shoe division. "Giovanni has expanded upon the brand's language with his own modern point of view," added Tracy Margolies, Chief Merchant, Saks Fifth Avenue. [via Footwear News]

The Celebration

A star-studded cocktail party hosted by Victor Luis, Tapestry, Inc. CEO and Wendy Kahn, Stuart Weitzman CEO was a highlight of the day. High-wattage guests included Solange Knowles, Doutzen Kroes and Nina Agdal, all wearing Stuart Weitzman — Solange carried the new Shoebox clutch.



Solange Knowles in the Eventually with the Shoebox clutch; Doutzen Kroes in the Histyle; Nina Agdal in the Histyle; Serayah in the Clinger; Madeline Brewer in the Pure