



SPECIAL ISSUE:

## INSIDE THE FW17 CAMPAIGN

WE'RE KICKING OFF FALL WITH AN EXCLUSIVE TAKEOVER ISSUE CELEBRATING ONE OF STUART WEITZMAN'S MOST DYNAMIC GLOBAL ADVERTISING CAMPAIGNS YET, FEATURING GIGI HADID IN HER FOURTH CONSECUTIVE SEASON SHOT BY MARIO TESTINO (HIS 12TH FOR SW!). READ ON FOR BEHIND-THE-SCENES ACCESS AS WE COUNT DOWN TO THE AUGUST 14TH COLLECTION LAUNCH.

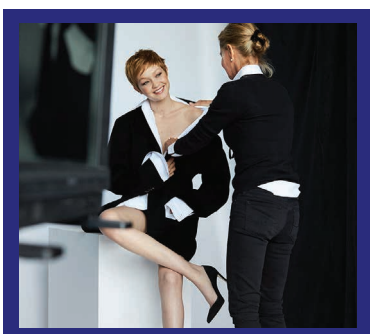
## THE SHOOT

June 9th | Pier59 Studios | NYC



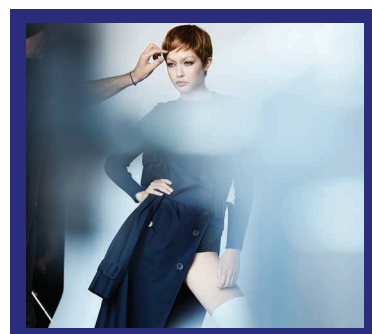
### THE CREW

LED BY CMO SUSAN DUFFY — JOINED BY GIOVANNI MORELLI FOR THE FIRST TIME — THE TEAM INCLUDED MARIO TESTINO, STYLIST SARAJANE HOARE, HAIRSTYLIST SHAY ASHUAL, MAKEUP ARTIST DIANE KENDAL, SENIOR DIRECTOR, CREATIVE SERVICES HAYLEY DICHTER AND CREATIVE CONSULTANT AMIR ZIA. MOST OF THE TEAM HAS BEEN WORKING TOGETHER FOR YEARS, WHICH RESULTED IN A RELAXED AND COLLABORATIVE ATMOSPHERE ON SET.



### THE CLOTHES

ONCE THE SHOES ARE CHOSEN, SARAJANE STARTS TO BUILD HER STORY. THIS SEASON, SHE WANTED TO DO SOMETHING DECONSTRUCTED WITH THE STYLING — THE TRENCH TIED AROUND GIGI'S SHOULDER OR THE JACKET ON BACKWARDS. THIS HELPED THE SHOES BECOME THE PRIMARY FOCUS. SHE CAME TO SET WITH AN EXTREMELY TIGHT EDIT — SHE TRIES ON EVERY LOOK AT HOME TO SEE HOW THE CLOTHES MOVE.



### THE HAIR

WHEN SARAJANE WAS PLANNING THE WARDROBE AND DISCUSSING THE SHOOT WITH MARIO, SHE SUGGESTED SHORTER HAIR. THE TEAM ALWAYS WANTS TO RAISE THE BAR CREATIVELY, SO MARIO PROPOSED A WIG. SHAY ARRIVED ON SET WITH ABOUT 30 OPTIONS HE MADE BY HAND — EACH WIG TAKES NEARLY 40 HOURS TO CREATE. THE WIG THAT GIGI ULTIMATELY WORE WAS CHOSEN BECAUSE IT LOOKED NATURAL AND COMPLEMENTED HER FLAWLESS FEATURES — AND SHE LOVED THE LOOK.

### THE MAKEUP

DIANE LET GIGI'S INNER BEAUTY SHINE THROUGH. THE MAKEUP WAS INTENTIONALLY NATURAL AND NOT OVERDONE. GIGI'S EYEBROWS WERE DYED A LIGHTER SHADE TO COORDINATE WITH THE WIG SELECTION. DIANE WORKED QUICKLY, WHICH LEFT MORE TIME FOR PLAYING WITH THE STYLING AND THE POSES.

### THE GIGI FACTOR

TEAM SW UNANIMOUSLY AGREES THAT GIGI IS A WONDERFUL PERSON, DOWN-TO-EARTH AND ALWAYS GENUINE. SHE'S NICE TO EVERYONE ON SET. MARIO SAYS HE LOVES TO WORK WITH GIGI BECAUSE, LIKE HIM, SHE LIKES TO DANCE. SHE HAS ALSO TOTALLY EMBRACED THE STUART WEITZMAN BRAND — SHE ARRIVED AT THE SHOOT IN THE MULEARKY AND WEARS OUR SHOES BOTH ON AND OFF SET.

## CAMPAIGN LAUNCH BY THE NUMBERS

**27**  
MILLION  
INSTAGRAM USERS REACHED ON LAUNCH DAY

**10.5**  
MILLION  
INSTAGRAM USERS REACHED VIA @GIGIHADID (SHE POSTED TWICE!)

**1**  
MILLION  
INSTAGRAM USERS REACHED VIA @MARIOTESTINO

**2.7**  
MILLION  
IMPRESSIONS VIA "ACCESS HOLLYWOOD" SEGMENT

## FUN FACTS

### THE SMILE

"I CREDIT GIOVANNI, WHO HAD BEEN WITH US ONLY FIVE WEEKS AT THAT POINT, WITH GETTING OUR FIRST-EVER GIGI SMILE IN A PHOTOGRAPH. FOR YEARS I HAD WANTED TO CAPTURE THAT APPROACHABILITY IN A PICTURE. GIOVANNI HAD A BRILLIANT IDEA: HE GOOGLED PICTURES MARIO HAD DONE, PULLED UP A PORTRAIT OF PRINCESS DIANA SMILING AND SAID, "MARIO, LOOK, THIS WOULD BE SO GREAT!" THAT'S HOW WE GOT THAT PICTURE OF GIGI SMILING IN THE FURGETIT." — SUSAN DUFFY

### THE CAMPAIGN SHOES

CAMPAIGN STYLES ARE CHOSEN BASED ON WHAT THE TEAM FEELS WILL MOVE THE NEEDLE IN THE MARKETPLACE, IN TERMS OF FASHION, EMOTIONAL RESONANCE AND WHAT WILL ULTIMATELY DRIVE SALES. WE FILTER WHAT EDITORS AND VIPS ARE LOVING AND WHAT'S GENERATING BUZZ TO DETERMINE THE FINAL EDIT.

### THE FASHION FAVORITES

THE TOP THREE MAGAZINE EDITOR PULLS (IN ORDER OF POPULARITY):  
1. THE CLING 2. THE TIEMODEL 3. THE CURVIA