

IN-STORE

## Jimmy Choo turns footwear into fare with branded tea

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*Pastry chef making Christian Louboutin heels for Pret-a-Portea at the Berkeley*

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By SARAH JONES

British footwear and accessories label Jimmy Choo is joining up with the Berkeley Hotel in London for the first time on a branded Pret-a-Portea dining experience.

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During the afternoon tea, guests will munch on cake and cookie versions of Jimmy Choo handbags and shoes, giving a different way to experience the brand's designs. For Jimmy Choo loyalists and diners generally interested in fashion, these whimsical treats will create a memorable brand moment.

"The Berkeley is a premier destination that hosts many high-society events and tea at the London hotel is particularly special for locals and visitors alike," said Marko Muellner, vice president at [ShopIgniter](#), Seattle.

"Providing exclusive access to special events is a classic and proven luxury marketing tactic that has been adopted by more and more mainstream brands," he said.

"In this case, to join other luxury brands, even competitors, in participating in such an exclusive yet accessible event is really smart. So much luxury everywhere."

Mr. Muellner is not affiliated with Jimmy Choo but agreed to comment as an industry

expert.

**Jimmy Choo** did not respond by press deadline.

## Edible fashion

The Berkeley has a standing Pret-a-Portea service for fashion-minded guests, which features a range of brands on the menu. Those that partake in the spring 2014 collection tea are treated to chocolate cookies that mimic Christian Louboutin's spike heels and an Oscar de la Renta pistachio sponge cake dress, complete with an edible flower.



### *Pret-a-Portea summer 2014*

This tea service changes by fashion season, with fall's Pret-a-Portea including a Burberry trench and Fendi booties.

Pret-a-Portea sittings begin at about \$68 per person. Champagne and cocktails are available as add-ons for an additional cost.

The Jimmy Choo-specific tea will exclusively show off pastry versions of the brand's designs. Both Jimmy Choo and the Berkeley are promoting their first collaboration on social media, with the fashion brand inviting consumers to take part in the dining experience.

You are invited to join us for Pret-a-Portea – The Jimmy Choo Collection, at The Berkeley Hotel in London from the 13th – 19th of October.

Find out more at <http://www.the-berkeley.co.uk/whats-new/>



### *Facebook post from Jimmy Choo*

Pret-A-Portea—The Jimmy Choo Collection will be available at the hotel from Oct. 13-19. The cookies and cakes will be styled after iconic shoes and accessories from the brand by the pastry team.

Jimmy Choo's Anouk pump will make an appearance as an edible treat in a variety of colors.

To bring home the experience, the Berkeley also offers exclusive Pret-a-Portea tableware from Wedgwood for sale in its gift shop.

### **Brand extension**

Jimmy Choo has previously looked to other culinary experiences at hotels to appeal to label enthusiasts.

Mandarin Oriental revived its partnership with footwear label Jimmy Choo with an afternoon tea series through February at its Munich, Germany, property.

The fashion afternoon tea was inspired by Jimmy Choo's cruise 2014 collection and each attending guest received a Jimmy Choo Flash fragrance surprise. By extending the relationship to additional Mandarin hotels, the brand was able to convey a global continuity among its properties ([see story](#)).

Other brands have also found ways to incorporate their image into hotel experiences.

For example, Mandarin Oriental Hong Kong is targeting fashionistas with a new room package centered on French fashion label Chloé.

Consumers who book will be treated to a branded tea in a room housing an exhibit about

the brand's history, as well as getting other insider exclusives. This will allow the fashion brand to connect with an important target audience ([see story](#)).

Similarly, this Jimmy Choo tea will reach the right audience.

"This will likely appeal to high-fashion Londoners and travelers in-the-know," Mr. Muellner said. "The Berkeley has a reputation for interesting events so this will appeal to those that watch their calendar as well.

"This also has the potential to be viral as the experience is so beautiful and unique," he said. "If they included a hashtag in their social promotion of the offer they could see a small bump in impressions from those attending the tea.

"This is purely a way to reward brand loyalists and expose the brand to a wider audience staying at or interested in the hotel. The cookies will not drive sales, but they're not supposed to."

Final Take

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

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