

INTERNET

## Jimmy Choo crystallizes cities to unveil resort capsule

October 7, 2014



*Video still from Jimmy Choo's Vices campaign*

---

By SARAH JONES

British footwear and accessories label Jimmy Choo is teasing its crystal-themed capsule collection for resort 2015 with a campaign set amid a fantasy sparkling city.

[Sign up now](#)

**Luxury Daily**

For its limited-edition Vices collection, Jimmy Choo worked with contemporary artist Mat Collishaw to build crystal cityscapes. Presenting the collection surrounded by jewels creates an association between the two, which may amplify the desirability of the line.

"In standard luxury marketing style, the film is artistic, enigmatic and full of sparkles," said Marko Muellner, digital vice president and group director at [Edelman](#), Portland.

"The crystal city is interesting visually but the film struggles to fulfill the vision of seduction and transformation set forth by Creative Director Sandra Choi," he said.

"I would have thought the collaboration with Mat Collishaw could have taken the compelling themes from the capsule collection to the next level with depth and intensity."

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

**Jimmy Choo** was unable to comment directly before press deadline.

## Sinful

For Vices, Jimmy Choo creative director Sandra Choi was inspired by precious stones, including the “personal fascination and obsessive enchantment with jewels and the unmitigated and irrational desire they have the power to evoke.”

The handbags and shoes were made in diamond, ruby, sapphire, emerald, jet, black diamond and citrine crystal to represent the seven deadly sins. Ms. Choi said that each color represented a different city to her, leading to the urban concept of the campaign.

Jimmy Choo unveiled its campaign first on social media, posting an image of model Ondria Hardin styled in a sculptural tan dress with bright red stilettos and holding a bejeweled clutch above her head, allowing the accessories to be the stars. Behind her are skyscrapers of crystal.



*Jimmy Choo Vices campaign image*

From these posts, consumers were invited to explore the capsule further on Jimmy Choo’s Web site.

Here, consumers can read more about the collection, which the brand explains is coming soon online and in-store, as well as view a 48-second social video accompaniment to the campaign.

At the beginning of the film, the skyline of a city at night is viewed through the lens of multiple crystalline shapes. Next Ms. Hardin, styled in various looks from the collection, strolls through life-sized crystals surrounded only by a curtain of stars.



*Video still from Jimmy Choo Vices*

The video then plays with the reflective properties of the gems, showing kaleidoscopes of the model, as well as close-ups of the accessories she wears and totes.



*Video still from Jimmy Choo Vices*

Coming full circle, the film ends by showing the same skyline as in the beginning, this time with Ms. Hardin's image suspended in the crystals. She disappears before the screen goes black.

Embedded Video: [//www.youtube.com/embed/hBVc6dVPgK8](https://www.youtube.com/embed/hBVc6dVPgK8)

The Jimmy Choo Vices Collection

In addition to the campaign, Mr. Collishaw has developed the store window concept for Vices that will be on display at Jimmy Choo's flagship store.

The artist also crafted an installation based on the capsule, in which crystals inspired by the Cueva de los Cristales in Mexico are set against the image of city skylines at night using choreographed image mapping. This will be unveiled in October at a private event in London.

"It's common for luxury brands to collaborate with artists, especially well-known and provocative artists like Mat Collishaw," Mr. Muellner said. "Partnerships like these add a bit of daring and intrigue to brands and new products and can open-up opportunities aligned to the artist's strengths.

"In this case, working with Mat to develop window displays is brilliant and I'm sure they will be both beautiful and arresting," he said. "You just don't get this level of style and risk-taking from traditional fashion photographers."

### Lifestyle appeal

Jimmy Choo consistently portrays its place within a high-end lifestyle in its digital efforts.

The label pushed its eyewear collection in a fast-paced video and shoppable image slideshow that showcases the brand as an important aspect of a glamorous lifestyle.

The brand is promoting the new Carrera sunglasses collection in an email that links consumers to a video and additional digital content on its Web site. Jimmy Choo is likely to attract consumer interest in the new products and campaign through the multi-layered campaign ([see story](#)).

Reaching outside of the typical fashion photographers can bring a new spin to apparel and accessories campaigns.

For instance, LVMH-owned Parisian label Kenzo has teamed up with art publication Toilet Paper magazine on a surreal advertising campaign for its fall/winter 2014 collection.

The resulting campaign shows models popping up out of holes in the floor or breaking into houses using the dog door. Breaking away from traditional fashion advertising images can help a brand stand out in the middle of a magazine's pages ([see story](#)).

This video will likely help to build interest in the collection prior to the official launch.

"Jimmy Choo has such equity and loyalty that every new collection arrives with a solid 'covetable' foundation," Mr. Muellner said.

"While I think the film could do more and go deeper on both the concepts and the products, I'm sure the campaign – when considered holistically – will be as powerful and fresh as the capsule itself," he said.

### Final Take

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

Embedded Video: [//www.youtube.com/embed/gA7rHFChf3c](http://www.youtube.com/embed/gA7rHFChf3c)

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.