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Jimmy Choo drives in-store traffic via made-to-measure pick-ups

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Jimmy Choo's made-to-measure monogramming

By JEN KING

British footwear label Jimmy Choo is now offering a made-to-measure service that is available via in-store pick-up at nine of its boutiques in North America.

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Luxury Daily

Across industries ranging from apparel and accessories to automotive, bespoke options are a primary interest among affluent consumers aiming to have a one-off piece of their favorite brand. These services, no matter the industry, enable a brand to underscore its dedication to craftsmanship while allowing the consumer to be part of the design process.

"Many companies are motivated to provide experiences with the brand to add value and strengthen the customer relationship," said Karen Kreamer, president of [K2 Brand Consulting](#), Overland Park, KS.

"Customers need to have an established relationship with a brand before considering and pursuing a made-to-measure option," she said. "So whether it is an automobile, clothing or shoes, a truly personalized design and purchase process will provide consumers with high-value experiences rather than mere transactions."

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

Jimmy Choo did not respond by press deadline.

Bespoke steps

The announcement of Jimmy Choo's new made-to-measure options came via email to subscribers of the footwear label's newsletter. Jimmy Choo's subject line was to the point reading "Made-to-order has arrived: Customize and Monogram your dream shoes," which likely resulted in more opens.

"An email announcement is a great way to connect dedicated customers with information that is timely and specifically relevant to them," Ms. Kreamer said. "For luxury products and services, it is even more effective if the email campaign is followed by a personal email, or phone call, to the customer to encourage action.

"[Also,] an opportunity to become a part of the Jimmy Choo design process through shoe customization deserves a truly personalized approach to communicating with dedicated customers," she said.

In the email's body, a Jimmy Choo Anouk pump is shown changing color and fabric material, while text boxes below give a glimpse into available swatches with a comment from creative director Sandra Choi and a monogram sole option. Ms. Choi's comment summarizes the bespoke experience. "dream shoes become design reality with the stunning offering of material and color options."

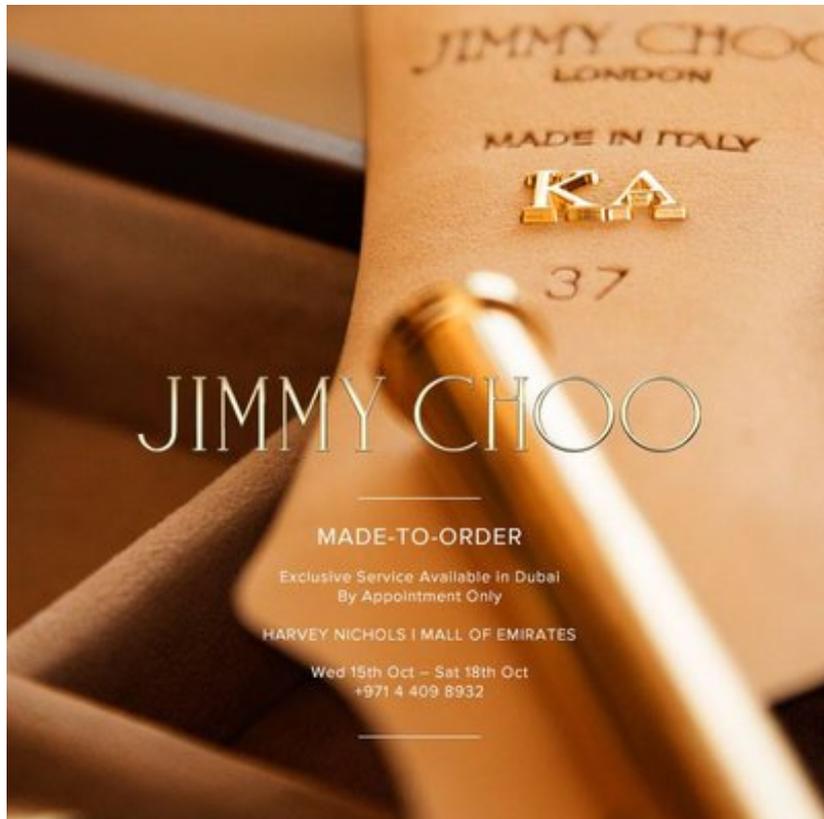


Top portion of Jimmy Choo's made-to-measure announcement email

Also in the email, Jimmy Choo included a video, but when the play button is clicked, the

consumer is directed to the label's made-to-measure Web site section. Throughout the email there are prompts inviting consumers to "customize your own shoe" and "customize your dream shoe."

As of press time, Jimmy Choo had yet to share the new service with its social media followers directly. But, the label did indirectly announce the service to its consumers in the United Arab Emirates through two by-appointment, made-to-order events at Abu Dhabi's The Galleria Mall and in Dubai at retailer Harvey Nichols' Mall of Emirates location.



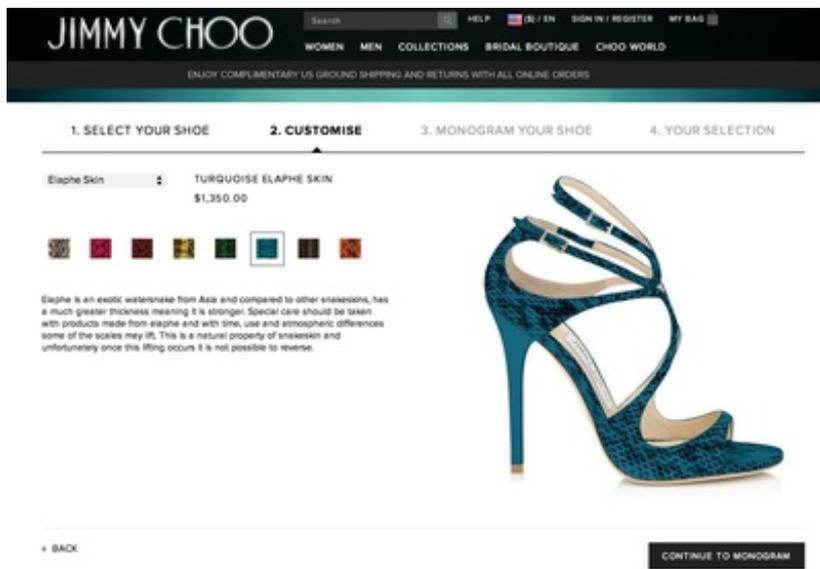
Social media invitation to Jimmy Choo's made-to-order event in Dubai

When a consumer clicks-through on the email the landing page loads and a pop-up box appears to notify the consumer that, as of yet, Jimmy Choo made-to-measure is only available for in-store pick-up in the United States and Canada.

The first section allows the consumer to design her shoe. When the customization page loads the consumer can select either the Anouk pump, the Xenia, Lance or Tite open-toed strappy heel.

Next, she can select the heel size and continue on to choose a material such as elaphe skin, kid leather, satin or suede. Once the material is selected a color chart appears.

Color options for elaphe skin, for example, includes snakeskin patterns in natural, fuchsia, red, yellow, emerald, turquoise, asphalt and neon flame. When a color is selected a text box appears to inform the consumer about her choice of material.



Bespoke color options for Jimmy Choo's Lance heeled sandal

Jimmy Choo's made-to-order service also includes a monogram option of up to four letters with a choice of three icons, a heart, star and exclamation point.

When the shoe is completed a product page shows the heel's price and details of the made-to-measure options. For example, a Lance shoe with a 4.5-inch heel in turquoise elaphe skin with four monogram letters is priced at \$1,350.

Consumers must wait approximately 8 to 10 weeks for their heel to be delivered to a select Jimmy Choo boutique. Select locations for made-to-measure include Jimmy Choo boutiques in New York's Madison Avenue, Beverly Hills, CA, Dallas, Las Vegas, San Francisco, Manhasset, NY, Bal Harbour, FL, Costa Mesa, CA and Toronto.

Back on the main made-to-measure site, the consumer can view a short craftsmanship video that shows the creation, from sketch to artisans at work to final product, of a Jimmy Choo Lance heel in metallic gold.

Embedded Video: [//www.youtube.com/embed/hRFs1ij2rlo](https://www.youtube.com/embed/hRFs1ij2rlo)

Jimmy Choo shoe craftsmanship

After the video, the consumer can learn more about Jimmy Choo's made-to-measure service by reading short blurbs on the creative process, the production process, the swatch suite and monogram-to-order.

In your shoes

Jimmy Choo tested the bespoke waters with a traveling made-to-measure service that visited different boutiques. Similar to what Jimmy Choo is currently doing in the UAE, brands must ensure that there is consumer interest before launching a new service.

First launched at Jimmy Choo's newly re-opened Beverly Hills store, the made-to-order service traveled to other boutiques, such as London and Paris, as a trunk show. Giving consumers the opportunity to create their own shoes provides an opportunity for Jimmy Choo to build relationships ([see story](#)).

The one-on-one relationship built during a bespoke experience establishes brand loyalty and understanding.

For example, in French apparel and accessories house Berluti's Madison Avenue flagship, the brand's complete lifestyle approach is on display.

On the second floor in the bespoke suites rooms, consumers can meet with a tailor or shoemaker to have any garment custom-made to their measurements and tastes, whether denim or a formal tuxedo. Allowing consumers to dictate a head-to-toe customized look offers the opportunity for unique ensembles, and may help to instill loyalty ([see story](#)).

By driving consumers in-store to receive their made-to-measure shoes, Jimmy Choo extends the relationship building within its boutiques.

"From a brand perspective, I like the idea of in-store pick up because it provides an additional opportunity to build the relationship between the customer and the brand," Mr. Kreamer said.

"I also believe that if customers are willing to invest the time and money for a couture experience, an additional level of service at the time of delivery would be considered a benefit," she said.

Final Take

Jen King, lead reporter on Luxury Daily, New York

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

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