

INTERNET

Jimmy Choo casts namesake dog as star of capsule collection

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Jimmy Choo the dog

By SARAH JONES

British footwear and accessories label Jimmy Choo is showing its whimsical side with an exclusive animation featuring a bull terrier named after the brand.

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In the social film created to promote an upcoming capsule collection, artist Rafael Mantesso captures his dog "Jimmy Choo" leading a glamorous lifestyle filled with fashion and parties. Taking this humorous approach may endear the brand to a new generation of consumers.

"The pairing of the original Jimmy Choo and doggy Choo feels cheeky and fresh," said Courtney Scott, planning director at [Huge](#), New York.

"I imagine Jimmy Choo aimed to heighten brand relevance by appealing to Rafael Mantesso's design-minded, Internet born fan base," she said. "The fact that they share a name seems like the icing on the cake."

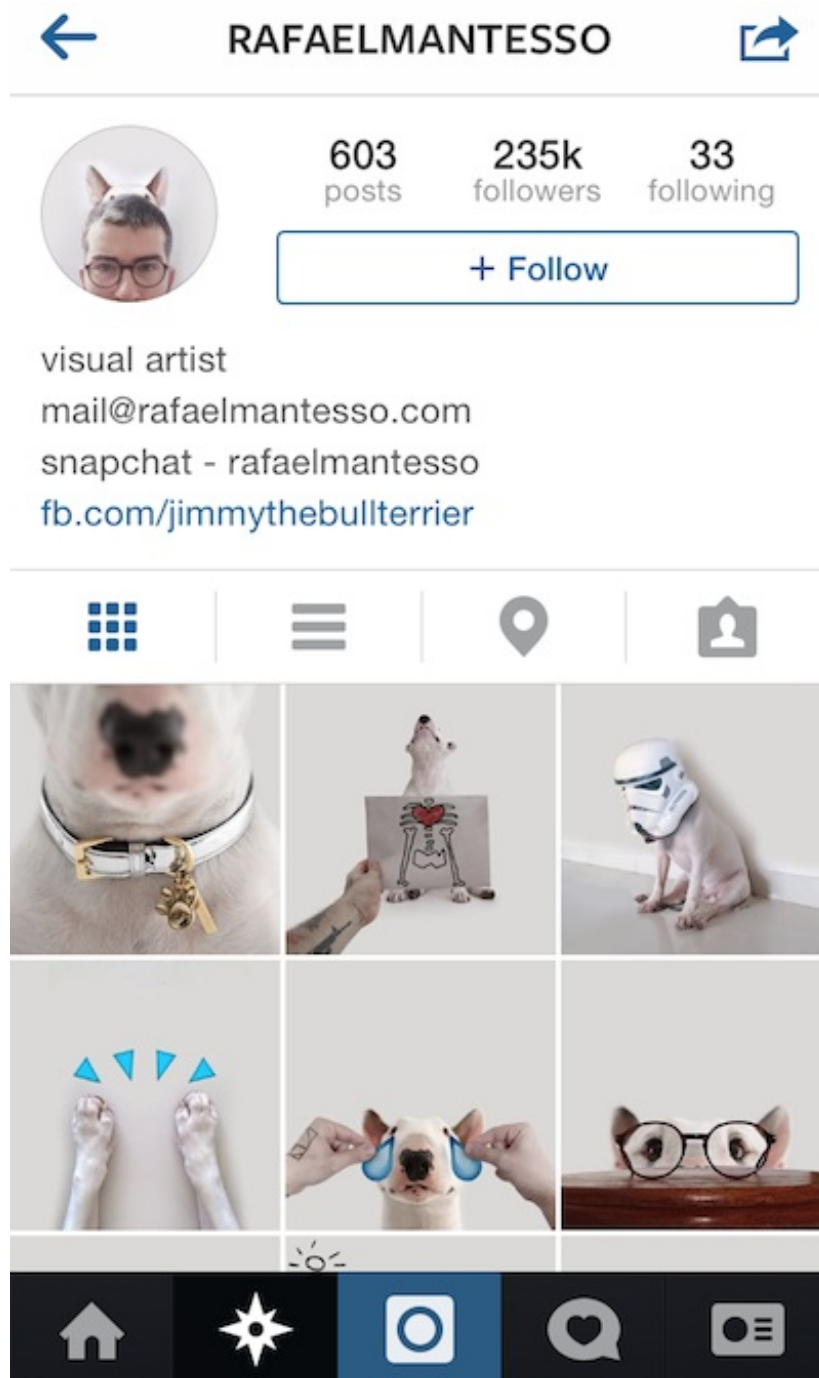
"This collaboration seems to be telling us that Jimmy Choo is playful, unexpected and perpetually modern. It also feels like a bold attempt to capture a younger audience for the brand."

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

Jimmy Choo was unable to comment directly before press deadline.

In the doghouse

Mr. Mantesso has built an Instagram following of more than 235,000 for his feed, which is mostly filled with photos of Jimmy Choo the dog. In the posts, the artist embellishes images of his pet with drawings or props, showing him crooning at a piano with sunglasses on as a reference to singer Ray Charles or creating “Emojimmys,” or emojis with help from paper cut-outs.



Instagram account for Rafael Mantesso

Jimmy Choo's creative director Sandra Choi was fascinated by Mr. Mantesso's illustrations, and approached him directly, commissioning a series of drawings that now grace a capsule of accessories for pre-fall. Items in #ChooHound include a pouch with

Jimmy's photo and a drawn thought bubble of a pump and handbags showing him lounging on a couch with a martini in paw.

In a brand statement, Ms. Choi said, "All of a sudden, I had friends from all over the world forwarding me links to Rafael's enchanting work featuring his loveable English bull terrier, Jimmy Choo. I was instantly charmed by the way he animated his captivating dog into his artwork. I had never seen anything like it!

"His work is so playful, clever and witty, and we struck up an immediate friendship online," she said. "I just knew that I had to incorporate his work into a collection."



Video still

While the capsule will not be available until May 15, Jimmy Choo is drumming up interest in the capsule with a social video by Jo Ratcliffe.

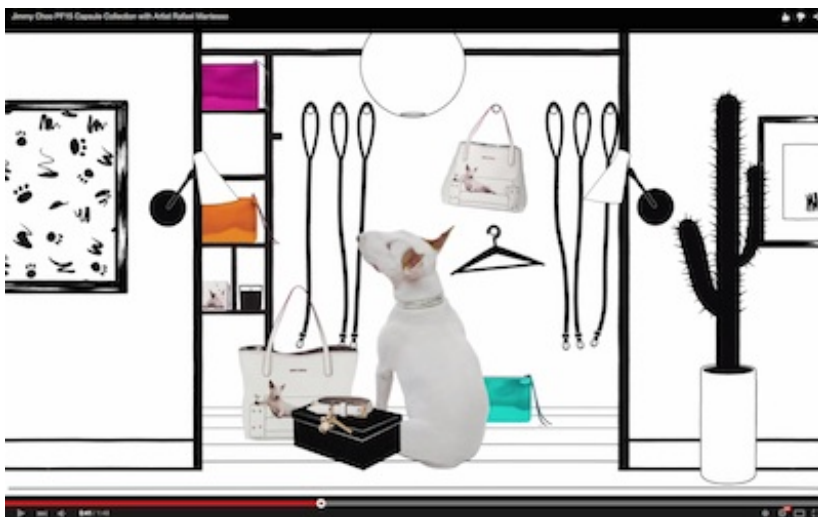
At the start, Jimmy is asleep in a four poster bed, dreaming of a bone and a high-heeled pump. He rises, and cartoon arms stretch upwards as he appears to yawn.



Video still

Jimmy sits on a modern couch in his home drinking coffee and reading the newspaper, on which the lead story is about Jimmy Choo's new collection. The film cuts to show him napping, and then cuts again, to him kicking human legs in pumps as he lounges.

An invitation appears through the mail slot for a "party tonight." Jimmy goes to his closet, which is filled with an array of leashes and items from the capsule, to get ready.



Video still

After trying out diverse looks such as a motorcycle jacket, a plaid suit and a hoodie, he opts for a studded dog collar.

Jimmy arrives at the Jimmy Choo store for the event, and is pet and ogled by animated fashionistas. A series of Polaroids capture him in action.

The pup eventually takes his place at the turntable, and the party goers wave their arms in the air to the music. Following, the video flips through photos of the collection, getting consumers interested in the products that will soon be available.

Embedded Video: <https://www.youtube.com/embed/lrkXs9kBVec>

Jimmy Choo pre-fall 2015 capsule collection with artist Rafael Mantesso

Jimmy Choo published the video on its Web site with an email sign up. Consumers can

enter their information to be one of the first to know when it launches.

The brand has previously done artistic collaborations with Mat Collishaw ([see story](#)) and Rob Pruitt ([see story](#)).

Animal attraction

Millennials are well-known for their love of looking at pictures of cats on the Internet, but some luxury brands are beginning to take advantage of this and use the furry friends to market products.

The best example of this is Choupette, Karl Lagerfeld's white Birman cat, who became an Internet sensation after the designer adopted her from a friend in 2011, and who is now a muse for the designer's own line. Other brands including menswear retailer Mr Porter, linen brands Frette and Sferra and fashion brand Marchesa have gotten on board recently, including animals in campaigns or posting pictures for National Puppy Day March 23 ([see story](#)).

Animal-focused campaigns are an opportunity for brands to show personality.

Fashion label Karl Lagerfeld is showing off its "humor and self-mockery" through a capsule collection and animated video starring the namesake designer and his furry friend Choupette.

The film brings to life illustrator Tiffany Cooper's comical drawings of the duo off on summer adventures, hula dancing in Hawaii or attending sleep away camp. This shows that the brand's designer does not take himself too seriously, even when working for illustrious brands such as Fendi and Chanel ([see story](#)).

Jimmy Choo has the opportunity to expand its efforts tied to its pet ambassador.

"[The film is] attention grabbing and inherently entertaining, but also does a good job of giving viewers a real peek into how the collection is going to come to life," Ms. Scott said. "I think that the success of this campaign lies entirely in how Jimmy Choo, and perhaps also Mantesso, truly leverage and share the content across their owned social channels and media. It definitely feels like the concept has legs to go beyond this 90 second spot."

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/RNxuqwugBRM>