

INTERNET

Jimmy Choo touts posh pooches with user-generated content

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Jimmy Choo the dog

By STAFF REPORTS

British footwear and accessories label Jimmy Choo is sharing its favorite #ChooHounds from around the world with a user-generated content collage.

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Recently, the label worked with artist Rafael Mantesso and his bull terrier, also named Jimmy Choo, on a film to promote a capsule collection of handbags and small leather goods for women and their canine companions ([see story](#)). User-generated content allows a brand to incorporate its dedicated followers in an interactive way to show continuity and build a community.

Who let the dogs out?

In the user-generated content collage, shared on Jimmy Choo's Facebook account, the brand featured a series of dogs wearing canine pieces or sitting with handbags from the capsule collection.

The dogs range from a duo of dachshunds wearing Jimmy Choo collars to an English bulldog in a pink tutu sitting next to a handbag from the line. Others include a labradoodle holding the handle of a Jimmy Choo clutch in its mouth and a small white French bulldog

admiring itself in the mirror.



#ChooHound user-generated content

In the post Jimmy Choo encourages Facebook followers to also follow the brand on Instagram where more furry friends can be seen styled with the capsule. #ChooHounds has more than 600 posts of women sporting Jimmy Choo alongside their dogs.

Canine companions have been the stars of a few other campaigns recently due to the attention animals receive on the Internet and the added “aw” factor they add to an effort.

For example, New York-based department store Bergdorf Goodman combined “puppies and purses” with an online feature touting designer bags.

For #Barkdorfs, the retailer collaborated with PurseBlog to capture pooches modeling different styles from the likes of Fendi and Chloé. These photos stand out from other fashion content on social media, due to their sense of humor and adorable stars ([see story](#)).

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