

COMMERCE

## Jimmy Choo collaborates with Moon Boot for winter footwear

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*Jimmy Choo Moon Boot from 2011*

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By STAFF REPORTS

British footwear and accessories label Jimmy Choo is bringing its luxe appeal to Italian shoe brand Moon Boot with a limited-edition collection in materials such as shearling and fox fur.

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The boots will be unveiled at the brand's cruise 2016 presentation July 7, according to [WWD](#). Venturing outside of the pumps it is traditionally known for may help Jimmy Choo win some new consumers.

Ski chic

Moon Boots date back to the 1970s. Manufactured by Tecnica Group, the boots are covered in nylon, and are meant to mimic the footwear worn by

The eight-piece collection, launching in October, will be sold in Jimmy Choo stores, certain department stores and online through both Jimmy Choo and Moon Boots' Web sites.



### *Moon Boot*

Jimmy Choo has worked with Moon Boot on previous collections, intended to be worn to achieve "après-ski chic." The brand has also lent its design flair to Ugg's classic sheepskin boots.

A number of other fashion labels have created their own high-end versions of moon boots, from a fox fur covered pair by Chloé to black studded boots from Valentino that mimic the brand's Rockstud shoes.

Last year, Jimmy Choo looked to bring playfulness and comfort to the forefront with a new collection dedicated to footwear for everyday life.

The collection, called Jimmy Choo. 08°, includes flats and boots that represent creative director Sandra Choi's personal style ([see story](#)).

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