

ADVERTISING

Jimmy Choo engages in risky behavior to launch Illicit scent

September 3, 2015



Sky Ferreira for Jimmy Choo

By SARAH JONES

British footwear and accessories label Jimmy Choo is inspiring its audience to live a daring lifestyle fitting of its latest fragrance, Illicit.

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Jimmy Choo's campaign shows recording artist and actress Sky Ferreira flaunting her fearlessness in a fashionable way, whether she is sailing in the middle of the ocean or out at a club. Taking the campaign beyond a static advertisement, an interactive social component looks to help consumers find their own adventurous side.

"Jimmy Choo's latest campaign showcases Illicit as the fragrance for the woman who does not live her life by trends and does what she wants," said Terry Rieser, chief operating officer and co-founder of [Tag Creative](#), New York. "This edgy, liberated, yet seductive persona is beautifully illustrated in this campaign.

"In the video the heavy beats of the music are juxtaposed against serene ocean views," she said. "Whether it's a on a rooftop, diving into the ocean or putting on your heels for a night of adventure, Illicit is for all."

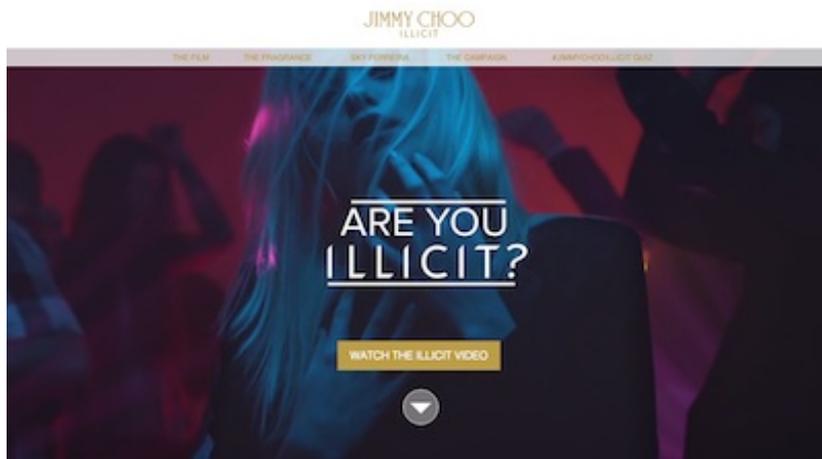
Ms. Rieser is not affiliated with Jimmy Choo, but agreed to comment as an industry expert.

Jimmy Choo did not respond by press deadline.

Walk on the wild side

Jimmy Choo announced Ms. Ferreira as the face of Illicit in early August. After teasing the campaign for two weeks, Jimmy Choo launched the full effort on Sept. 2.

The brand created a dedicated microsite for Illicit, linking it on social media. The page draws consumers in with the question “Are you illicit?” front and center.



Jimmy Choo Illicit microsite

From here, consumers can watch a 40-second video featuring Ms. Ferreira to a soundtrack of her single “You’re Not the One.” When it opens the singer is standing on a boat sailing in the middle of the ocean.

Still wearing her silver high-heeled sandals, Ms. Ferreira dives into the water, showing her rule-breaking nature.

In other clips, the artist is seen out dancing at a club in slow motion, poolside or on a rooftop at dawn.

Interspersed with imagery of the singer is footage of a pear dripping with a syrupy liquid and a parrot, creating a summery vibe.

Embedded Video: https://www.youtube.com/embed/f65SSZG_j58

Introducing The Jimmy Choo Illicit Fragrance with Sky Ferreira

Next, consumers can explore the scent itself by using icons to view the various notes included.

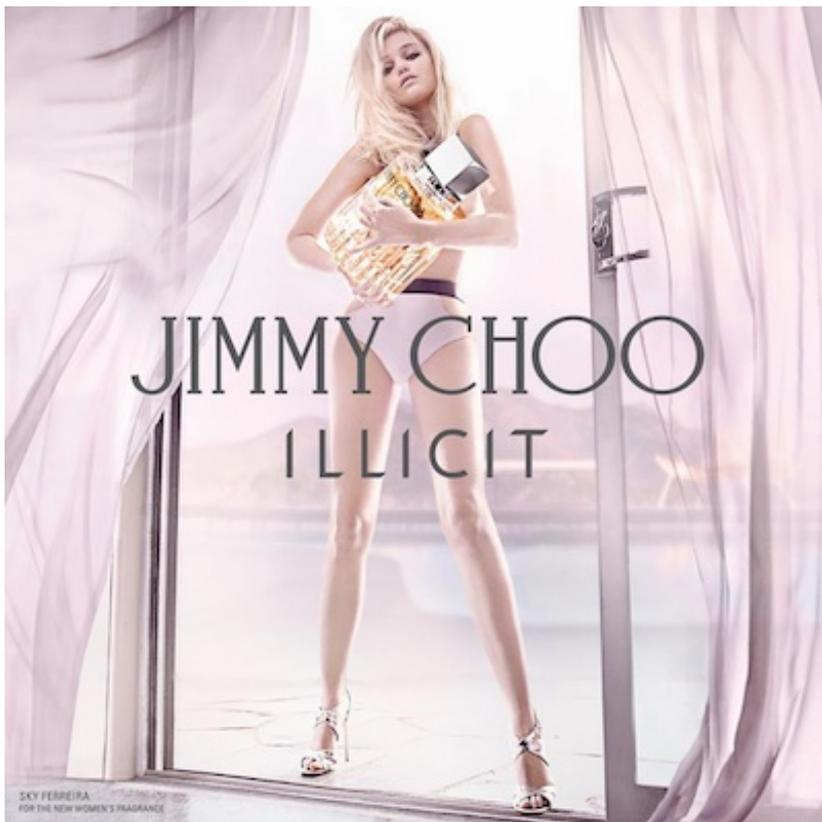
Jimmy Choo describes its new scent as “a hypnotic floriental fragrance.” The perfume begins with notes of ginger and orange followed by rose and jasmine. Finishing up are base notes of honey, amber and sandalwood.

Further down the microsite, the user can read more about Ms. Ferreira. The brand builds a profile of the “tempting, seductive” Illicit woman and explains, “With her bold style, rebellious attitude and unabashed nature, California-based singer, actress and model Sky Ferreira has been cast as the face of Illicit.”

In a behind-the-scenes video, Ms. Ferreira talks about her affinity for the Jimmy Choo brand, sharing some of her first memories of “the essential high heel” when she would raid her mother’s closet and wear her Choos. She also gives her ideas on the power of shoes and the meaning of Illicit for her.

Giving the campaign face a voice enables the audience to make a more genuine personal connection with her and makes the partnership between brand and spokesmodel feel more authentic.

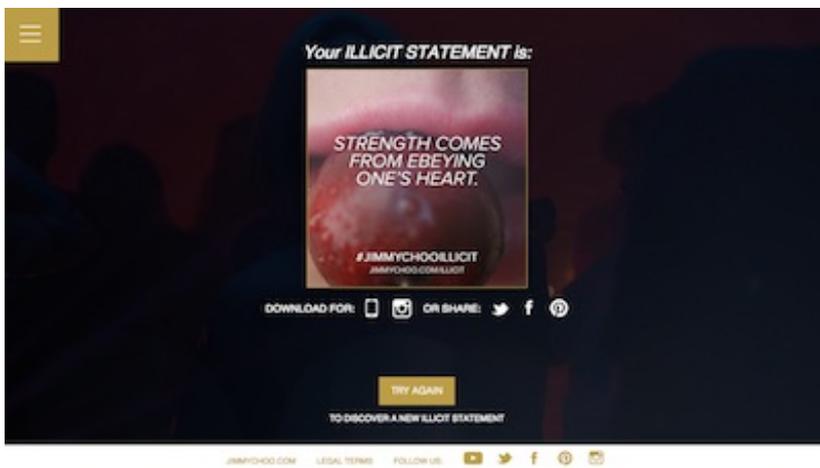
The print campaign shared further down the page was shot by Steven Klein in the Hollywood Hills of California. This shows Ms. Ferreira holding a larger-than-life bottle of Illicit in her arms, the water and city behind her.



Jimmy Choo Illicit campaign image

At the bottom of the microsite, consumers are invited to “discover [their] illicit statement.” The game presents consumers with a series of either/or questions. By selecting their preferences on matters such as day light or night light and city boots or high heel stilettos, Jimmy Choo builds a profile for the consumer.

This statement comes in the form of an image and quote, such as “If you crave the rose, beware the thorn.” Consumers can download their own mantra as a phone screensaver or share it via social media platforms.



Screenshot of Jimmy Choo microsite

"The Illicit campaign makes strong attempts to engage the viewer," Ms. Rieser said. "Personalized quizzes, along with the user-friendly infinite scroll and social buttons conveniently placed along side all content shows smart thinking.

"The design of the microsite feels young yet distinctly Jimmy Choo, making it easy to absorb all of the elements of this campaign," she said. "It's definitely got the makings of a strong campaign. Definitely one we will be eager to watch."

Celebrity affiliations

Ms. Ferreira has been the choice for other brands looking to reach a younger, stylishly rebellious audience.

For instance, online retailer Ssense teamed up with London's System magazine on an ongoing music video series that will stream on its Web site along with related content.

The new feature launched April 16 with a music video for Ms. Ferreira's track "I Blame Myself," with the singer clothed in brands such as Saint Laurent Paris and Givenchy. Music and fashion are intrinsically linked, and this project allowed Ssense to blend content and commerce ([see story](#)).

Jimmy Choo is no stranger to using celebrities in ad campaigns, a fitting strategy for a brand frequently seen on famous feet at red carpet events.

The brand showed the edgier side of its pre-fall collection with a campaign video with a motorcycle theme.

This was the fourth time the brand cast Nicole Kidman in a campaign video, thus creating a more solid connection between the actress and the brand. This video was more narrative-driven than previous Jimmy Choo films, showing Ms. Kidman interacting with a male model in the middle of a desert, compared to previous videos that showed only her ([see story](#)).

"Traditionally Jimmy Choo's campaigns consist of a glamorous model with a minimal background so using Sky across several digital mediums was an interesting yet bold choice," Ms. Rieser said.

"I think Sky is very of the moment. She represents a lot of bold yet fun and playful qualities that walks the fine line between everyday girl aspirational beauty," she said. "She is the modern girl; part seductress part tom boy.

"What I think is exciting to see is how Jimmy Choo has allowed her personality to stay true but kept it feeling like a Jimmy Choo fragrance, not Sky Ferreira. That's not an easy task so I applaud their ability to truly collaborate."

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

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

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