

INTERNET

Jimmy Choo flaunts seasonal shoes via influencer insights

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Charlotte Groeneveld for Jimmy Choo

By STAFF REPORTS

Footwear and accessories label Jimmy Choo is compiling the influential opinions of style bloggers to show off its snow-ready shoes.

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The brand gathered eight digital influencers in Zermatt, Switzerland for its "Snow Choos" effort, capturing its cruise collection boots on a powdery mountaintop. In many cases, influencers are more trusted and more revered by consumers than traditional celebrities, making this campaign a way for Jimmy Choo to ignite interest in the wintry footwear.

Winter wardrobe

Jimmy Choo's photo session lives on the Chooworld section of its Web site. The single page features the images taken of the women by photographer Candice Lake, along with links to their personal style Web sites and a seasonal tip for dressing.

Aimee Song, pictured in a furry coat and leggings, warns of proportion control, telling readers to mix fitted items in with voluminous pieces to avoid losing any shape when wearing big boots.



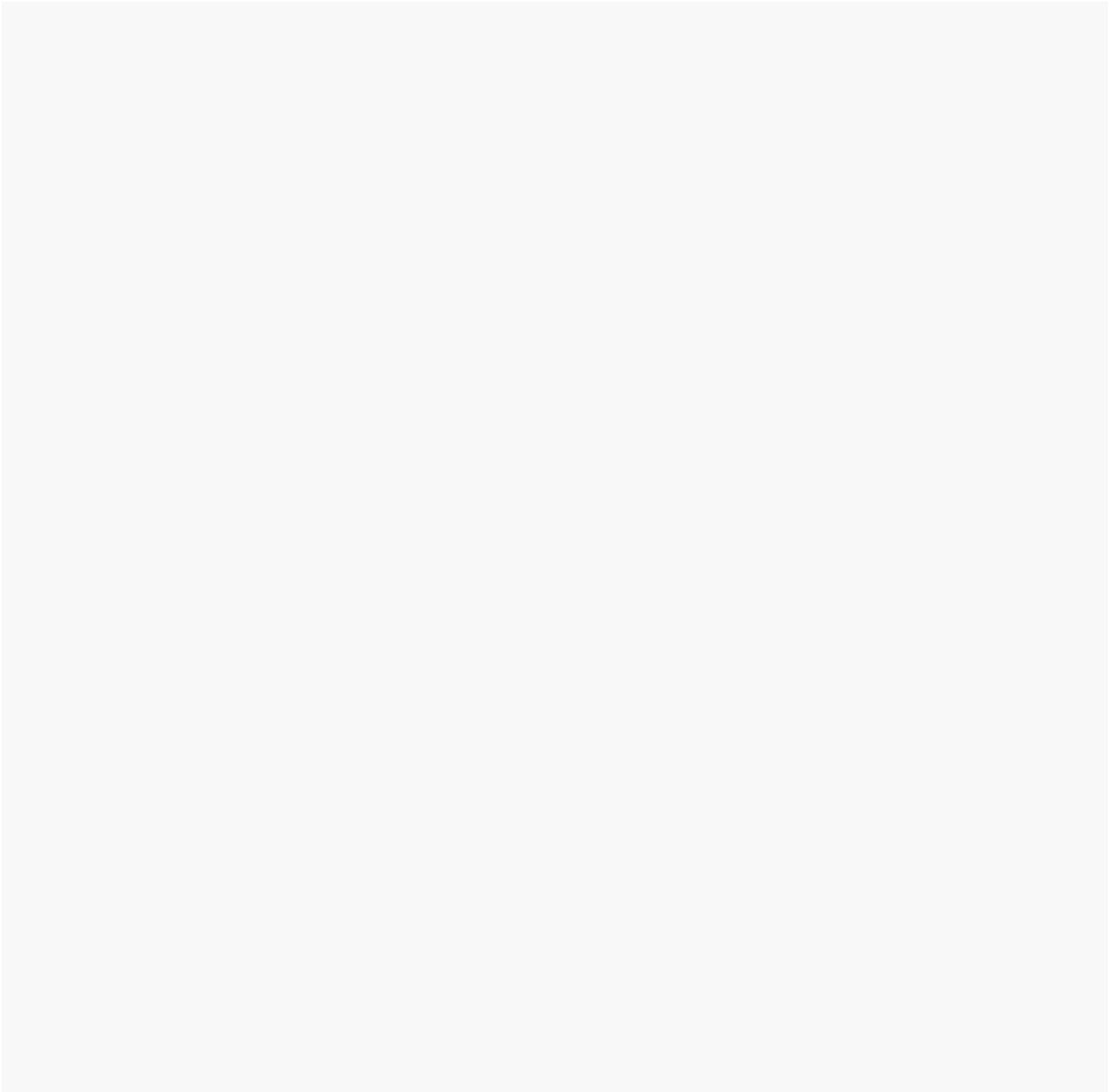
Aimee Song for Jimmy Choo

Camila Coutinho points out the leg-lengthening effect of pairing a black boot, such as Jimmy Choo's new

Moonboots, with a black legging.

The images are all shoppable, with a click on a blogger photo taking consumers directly to the product page for the pictured item.

In addition to the shots on the slopes, Jimmy Choo also photographed the women indoors wearing wintry party looks. With some of the images shared on social media, this photo shoot is compiled in a second post to Chooworld.



Eight of digital's biggest fashion influencers share their styling tips for the perfect #JimmyChoo party pieces on Chooworld now

A video posted by Jimmy Choo (@jimmychoo) on Dec 14, 2015 at 9:09am PST

A number of the influencers have posted their own accounts of the photo session, expanding the potential audience for Jimmy Choo's effort.

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