

INTERNET

Jimmy Choo reflects on celebrity status in red carpet retrospective

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Video still from Jimmy Choo's red carpet film

By STAFF REPORTS

Footwear and accessories label Jimmy Choo is looking back on its 20 years of red carpet moments ahead of the 88th Annual Academy Awards on Sunday, Feb. 28.

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The brand has created a short film that recounts some statistics surrounding its appearances, paying homage to the stars who have chosen Jimmy Choo for their most glamorous occasions. This timely retrospective is likely to pique consumers' curiosity and may make them more apt to spot Jimmy Choo on the red carpet at this year's awards ceremony.

Celebrity confidential

At the start of the one-minute video, an illustrated woman emerges from the back of a limousine. Before she heads up the red carpet flanked by eager photographers, she extends her foot, showing her bedazzled shoe.

Other celebs gather amid the flashbulbs, posing for photos in sky-high heels. Text appears, telling the viewer that Jimmy Choo has made 618 red carpet appearances.

A woman goes up to a podium to accept an award, atop which is a sculpture composed of stacked Lance sandals. In text, Jimmy Choo explains that the Lance is its most popular style for hitting the red carpet.

The Champagne begins pouring and the celebrities start to party, as Jimmy Choo tells of the 46.4 miles walked on the red carpet in its shoes.

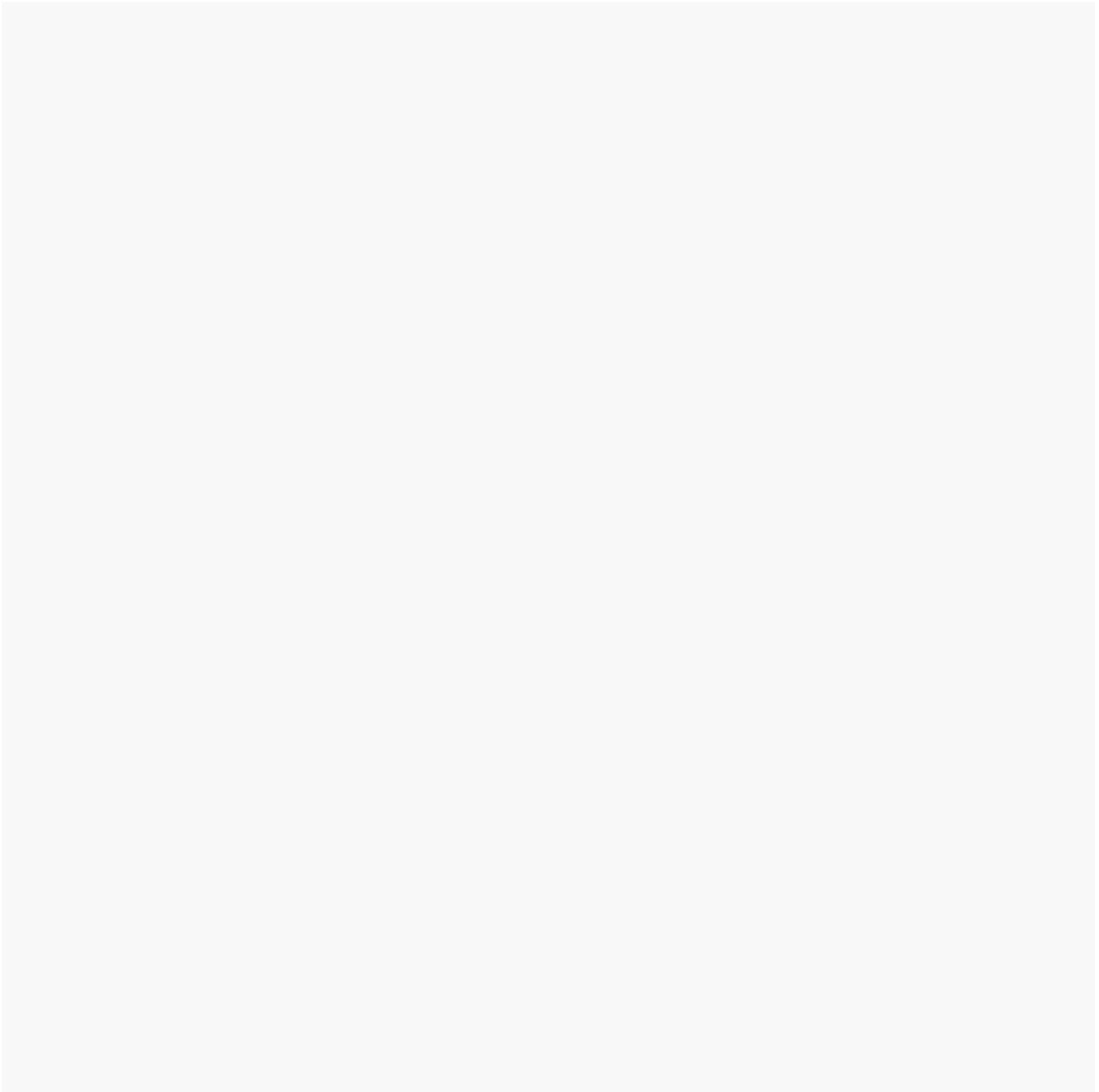
20 Years of Iconic Jimmy Choo Red Carpet Moments

On Jimmy Choo's Web site, consumers can view a slideshow of some of the brand's most iconic red carpet moments, from Anna Kendrick's in-character appearance as Cinderella at the 2015 Oscars to Natalie Portman at the Oscars in 2011, when she won the best actress award for her role in "Black Swan."

To help stylists and stars prep for the Oscars, Jimmy Choo has set up a suite of shoes and handbags, including some from its upcoming Memento collection celebrating 20 years on the red carpet.

According to the **Hollywood Reporter**, Jimmy Choo's limited-edition capsule will feature 20 shoes and accessories, including both new styles and existing red carpet favorites such as the Lance. These can be purchased individually, or clients can custom order a vanity trunk, available from April, containing the entire collection, featuring suede-

lined drawers and sketches of the designs on the outside of each compartment.



Take a glimpse at this year's #jimmychoo Oscar suite as captured by @pretareporter in preparation for the big event this weekend. #Oscars

A photo posted by Jimmy Choo (@jimmychoo) on Feb 24, 2016 at 9:29am PST

Other footwear labels have let consumers have a red carpet moment with special customizable collections.

In 2014, Stuart Weitzman offered consumers the option to customize their own version of the pump sandal often seen on celebrities at red carpet events timed to synchronize with awards season buzz.

From Feb. 12 to March 12, consumers could create their own version of the brand's "Nudist" pump, choosing their own colors and heel height. This interactive shopping experience was able to engage both consumers and aspirational fans of the brand, who likely played with the design program on Stuart Weitzman's Web site ([see story](#)).