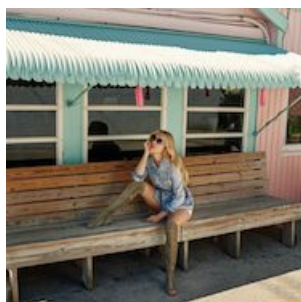


INTERNET

Jimmy Choo paints edgy, eclectic portrait of spring collection

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Chlo Sevigny for Jimmy Choo

By STAFF REPORTS

Footwear and accessories label Jimmy Choo is looking to the Queen of the Indies for fashion insights.

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The brand tapped actress Chlo Sevigny to star in its spring/summer 2016 style diary, which includes an exclusive interview with the style icon as well as a series of photos that capture her out and about in Miami. As someone who frequently tops best dressed lists, Ms. Sevigny's individualistic thoughts about fashion and life will likely be of interest to Jimmy Choo's audience.

Independent sole

Jimmy Choo's diary is featured on the content section of its Web site. In the interview, Ms. Sevigny talks about her personal style and how she chooses vintage pieces.

As Jimmy Choo is celebrating its 20th anniversary, it also asks the star about her key memory of the last two decades, to which she replies going to a specific club with her friends. She also fills the brand in on any of the wardrobe pieces she has held onto for the past 20 years.

Ms. Sevignys thoughts on life and fashion are paired with shots of the actress in various sunny scenes, including lounging on a motel bed, sitting at a diner counter or perched atop the bed of a pickup truck. Throughout, she wears items from the Los Angeles-inspired collection.

Chlo Sevigny for Jimmy Choo spring/summer 2016

In addition to her acting career, Ms. Sevigny has lent her sartorial eye to a design collaboration with Opening Ceremony, and she has also modeled for brands including Chlo and Miu Miu.

"Chlo reflects the edgier more daring side of the Jimmy Choo woman," said Jimmy Choo creative director Sandra Choi in a brand statement. "I love the fact that she's a bit unexpected and has such a unique and creative aesthetic making our collection work with her style.

"The shoot embodies the spirit of the spring/summer collection, laid back glamour against a sultry, sun bleached backdrop of palm shadows and pastel shades," she said. "You can almost feel the sun on your skin."

Previously, Jimmy Choo recruited actress Kate Hudson to style the fall/winter 2015 collection.

In an email campaign and follow-up social media push, Jimmy Choo worked with Ms. Hudson to incorporate its footwear designs into the fall fashion conversation. Having style advice from a tastemaker, whether that be a well-known celebrity, blogger or model, escalates a campaign and positions luxury goods as an approachable item ([see story](#)).

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