

APPAREL AND ACCESSORIES

Jimmy Choo creates branded terminology to promote latest collection

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Jimmy Choo Romy shoes, pre-fall 2016

By JEN KING

British footwear label Jimmy Choo is showing consumers how to properly "speak Choo" for pre-fall 2016.

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The film is described as creating a "new vernacular" for the brand, with the founding designer's surname being repurposed as "you" in a series of catchphrases. The minute-long film features three segments where its brand values are explored through playful mottos alongside Jimmy Choo's 24:7 Icons, a pre-fall 2016 edit of its most popular styles.

"I am someone who, prior to watching this video, was familiar with the 24:7 collection when it first came out, and also knew Jimmy Choo has always provided an appropriate selection of shoes necessary for every occasion," said Christina Rancke, director, marketing and strategic partnerships at [Aurnhammer](#).

"Working in two different industries in Manhattan, the brand's 24:7 collection targets the need for various styles vital throughout the course of the workday as well as after work festivities," she said. "In the video, there are multiple expressions shown including the following: I want choo, dreaming about choo, do what choo want and all about choo."

"These phrases in a way demonstrate the collection's original underlying message of the brands ability to appeal to individuals with various lifestyles while at the same time tie in the importance and need for 24:7 icons footwear styles."

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

Jimmy Choo did not respond by press deadline.

A brand's language

A shortened version of Speak Choo has been promoted on Jimmy Choo's social media accounts. These posts seen on Facebook, Twitter and Instagram all direct consumers to the full video housed on Jimmy Choo's YouTube channel.

All associated text reads the same saying, "See the Jimmy Choo pre-fall 2016 exclusive film introducing Speak Choo, a new vernacular for the brand" along with a mention of its YouTube content.

The first vignette begins with a woman in a black dress dancing with a shirtless man with a number of tattoos. As the

couple sensually dances together the phrase "I want Choo" appears on the screen.



Jimmy Choo Ren heels, pre-fall 2016

During this segment, the female model is shown wearing the Ren caged heel in the pre-fall 2016 collection's colors of red, yellow, blue, black and metallic silver. The shoe's back zipper closure is described visually in the film, as the man leans down to zip the heel of the model as they interact.

The following vignette shows a woman laying on the floor in a tan trench coat. As she seductively wriggles on the floor, the camera pans to her Lance style heels.



Speak Choo campaign still, Lance heel pre-fall 2016

For this part of the film the words "I dream of Choo" appear across the screen. As with the first section, the heels are shown in pre-fall color variations.

The final section shows a woman in a long red maxi dress, who struts toward the camera as "Do what Choo want" flashes on the viewer's screen. This section shows the model dancing with a man, and as she stands on her tippy toes the heel length of her Romy pumps grow from flats to a stiletto.

To conclude, the video replays all three mantras and adds on "All about Choo" to recap its message.

Speak Choo: Introducing the new Jimmy Choo 24:7 Collection

On the Jimmy Choo Web site, consumers can browse still images for the campaign and shop the full pre-fall 2016 collection.

How do you say?

Although relatively easy to pronounce, Jimmy Choo is not alone in incorporating a play on its name in a campaign.

Keeping newly named ambassador Karlie Kloss' digital prowess in mind, Swarovski drew inspiration from Google search insights for her first effort as ambassador. Through Google search insights, Swarovski found that its pronunciation is the top three global search topics for its brand.

With Ms. Kloss' help Swarovski then developed dedicated content for YouTube and the brand's social channels that shows the model attempting to correctly pronounce the brand's name. The effort is quirky, lets Ms. Kloss' personality shine and will also assist in Swarovski in capitalizing on search demand ([see story](#)).

Many luxury houses are notoriously mispronounced, presenting brands with an opportunity to educate and be playful with consumers.

For instance, French apparel and accessories brand Lanvin promoting its men's and women's winter 2013-14 collections through a short video that focused on the models' internal monologues about love, life and the pronunciation of the label's name.

In between talking about love and life, each of the models says their own pronunciation of Lanvin. One man, who has a British accent, says, "A lot of my English friends say Lan-vin" ([see story](#)).

"The benefit of emphasizing the new 24:7 icons footwear style again goes back to the idea of this 'new vernacular' and lifestyle of the brand," Ms. Rancke said.

"The icons footwear styles not only again provides proof they can capture a need for shoes for every occasion, but the icons component also sparked my interest after I found out the origin of the icons line, the way this particular footwear style collection came about and slightly altering an 'iconic' and original shoe while keeping the sole appeal of it and 'iconic' relevance of it," she said.

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