

APPAREL AND ACCESSORIES

Jimmy Choo makes annual meeting accessible across globe

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Jimmy Choo Romy shoes, pre-fall 2016

By STAFF REPORTS

British footwear and accessories label Jimmy Choo was the first publicly listed company in the United Kingdom to host an electronic annual general meeting.

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The company used Lumi AGM Mobile's platform, launched in 2015, to enable shareholders to vote and ask questions on resolutions, allowing them to log in via any digital device. With this digital integration, Jimmy Choo was able to grow the attendance at its meeting, since participation was not hinged on being at the physical venue.

Logging on

To access the meeting, users went through an authentication process, ensuring that only the actual shareholders could gain entry. When logging into the meeting, a homepage with Jimmy Choo branding appeared, providing access to presentation slides and a voting portal that presented each resolution one at a time.

Peter Harf, chairman of Jimmy Choo, said in a statement, "We are very pleased with the outcome of this process, which achieved its aim of broadening shareholder access to our AGM in the most convenient way possible. This was in good part due to our technology partner's innovative approach to modernizing the traditional AGM."



Jimmy Choo winter effort

Shareholders are spread across the world, making it difficult to get all parties in the same place at the same time.

"Many listed companies find it is no longer feasible for their shareholders and institutional investors to travel across the globe to attend an AGM," said Richard Taylor, CEO of Lumi Technologies. "We are sure that electronic meetings will be held increasingly in the future, especially now such reliable and secure mobile technology is available."

Jimmy Choo is no stranger to extending an event into the digital space.

The label allowed consumers to experience its autumn/winter 2014 collection in a virtual showroom.

Jimmy Choo's digital feature was modeled after the space used to show the line to press in February, letting consumers play fashion editor and preorder items from the collection from the page. This innovative display elevated the online shopping experience beyond just a product page ([see story](#)).

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