

APPAREL AND ACCESSORIES

Jimmy Choo fetes two decades in business with model gang

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Sasha Pivovarova in Jimmy Choo's autumn/winter 2016 campaign

By STAFF REPORTS

British footwear label Jimmy Choo is uniting seven of fashion's top faces for its autumn/winter 2016 campaign.

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Coinciding with the brand's 20th anniversary, the campaign film launched Sept. 9 features It models lip synching to Leikeli47's track "Girl Gang," showing off their attitudes and personalities in the process. Extending a campaign's casting can enable a brand to explore different personas within the same spread.

Lip dub

Jimmy Choo's fall women's campaign, which broke in September magazines, features Amber Valletta, Milla Jovovich, Sasha Pivovarova, Taylor Hill, Lexi Boling, Jasmine Tookes and Xiao Wen Ju. The models pose against a purple backdrop wearing black and white attire, allowing the shoes and their faces to be the focus.



Jasmine Tookes for Jimmy Choo

While the still campaign imagery was released to social media on June 29, Jimmy Choo waited until its 20th birthday bash to unveil the film.

Modeled after a music video, Jimmy Choo's campaign film opens with the models backlit, showing them strutting and striking a pose.

As the beat in the music changes to a rap, a stiletto-clad foot stomps down. The models are then seen rapping along, using shoes and handbags as props, dancing or gesturing with their hands as they recite the lyrics about girl power.

The Jimmy Choo 20th Anniversary Music Video

Earlier this year, Jimmy Choo also commemorated its 20-year milestone with a look back on its red carpet moments.

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. Further honoring the occasion, Jimmy Choo created a Memento capsule collection of 20 formal handbag and shoe styles ([see story](#)).

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