

APPAREL AND ACCESSORIES

Jimmy Choo revenues up 15pc due to accelerated retail growth

January 26, 2017



Jimmy Choo, holiday 2016

By STAFF REPORTS

British shoe and accessories maker Jimmy Choo posted a year of record revenue for the year ended Dec. 31 due to strong growth in Asia.

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In addition to success in Asia, the brand recorded solid growth in Europe and Japan as well as improvements in the United States market. Jimmy Choo equates improvements in the U.S. with its planned reduction of wholesale in the market ([see story](#)).

Enshoe

Jimmy Choo's revenues for 2016 totaled 364 million, or \$457 million at current exchange rates. The brand's revenues increased by an impressive 15 percent.

Retail revenue grew by 17 percent to 224 million, or \$281 million. As for wholesale, Jimmy Choo saw revenue increase 8 percent to 107 million, or \$134 million.

Over the course of 2016, Jimmy Choo increased its direct operated stores by nine and renovated a further 16 storefronts with its New Store Concept. Now, 16 percent of Jimmy Choo boutiques have been updated to the new concept.



JIMMY CHOO

SPRING SUMMER 2017

Jimmy Choo spring/summer 2017

Jimmy Choo's main driver for revenue growth for 2016 was footwear, its primary offering. The footwear category represented 75 percent of its revenue, while men's brought in 9 percent, and handbags and Safilo-licensed eyewear made up the rest.

The brand is confident that improving trends will continue across all regions.

"In our 20th anniversary year, we have continued to grow and to build on the strength of the brand," said Pierre Denis, CEO of Jimmy Choo, in a statement. "I would like to thank all my colleagues for their hard work in delivering this excellent performance.

"We look forward to 2017 as we continue to deliver on our strategy of growth through the development of our collections, fashion leadership and the controlled expansion of our distribution network," he said.

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