

FRAGRANCE AND PERSONAL CARE

Jimmy Choo's latest cologne ad aims for balance between sensual and playful

May 30, 2017



Despite the brand still being up for sale with no buyers yet, Jimmy Choo is releasing a new fragrance line called Ice

By DANNY PARISI

Jimmy Choo's new fragrance for men is arriving with an accompanying photo shoot focusing on a "playful seduction" by the sea.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Jimmy Choo's new Ice fragrance for men is meant to allow men to embrace their whimsical side along with traditional masculinity. This is reflected in the notes of fruit, such as apple and mandarin, along with more masculine scents such as cedarwood and moss.

"The idea was to introduce a new fresh and unique fragrance with Jimmy Choo Man Ice Eau de Toilette," said Gwenola Gindre, marketing director at [Interparfums](#), New York, the licensee behind the [Jimmy Choo](#)'s fragrances. "A casual chic fragrance created for a self-confident man who is enjoying his life in a very simple way."

Man Ice

Jimmy Choo's Ice, a pillar of the Jimmy Choo Man line, is being marketed with the idea that it will allow men to embrace both sides of their identity, the "intense sensuality" of their ideal buyer tempered with a "more whimsical side."

The idea is that Jimmy Choo Ice contains notes and scents from both the traditional manly style of fragrance, such as wood and musk, with fruitier, more exotic notes that hint at a more playful and fun attitude.

This combination is also being presented in the fragrance's marketing materials, which include a photo shoot depicting a man and a woman by the seaside.



Jimmy Choo's Man Ice photo shoot

Jimmy Choo describes the scent as being about a "playful seduction" between a man and a woman.

This relationship is exemplified in a photo shoot featuring a man arriving in a car, apparently searching for a woman in a swimsuit who seems to be coyly evading him.

The photo shoot is meant to exemplify the two sides of Ice, but certainly seems to err more towards the "intense, manly" end of the spectrum.

In addition to the photo shoot, Jimmy Choo is offering its customers the ability to create their own personalized image of their initials in the style of the Man Ice bottle. This image can be saved and shared on social media from the brand's site.

Up for sale

Jimmy Choo's fate has been uncertain in recent weeks, as the brand was put up for sale in April.

The label's majority shareholder JAB Luxury said in a statement that it is "supportive" of the footwear label searching for a new potential buyer. JAB Luxury owns 68 percent of Jimmy Choo, and holds investment in other luxury goods makers including French perfumer Coty ([see story](#)).

Since then, Coach emerged as one of the most likely to snap up Jimmy Choo early on, but its high-profile purchase of Kate Spade makes that unlikely now.



Jimmy Choo's custom initial creator

Coach's purchase price of Kate Spade will give shareholders \$18.50 per share, an amount 27.5 percent higher than the share price at closing on Dec. 27, the day before rumors of a purchase began ([see story](#)).

Despite uncertainty about the future ownership of the company, Jimmy Choo has displayed a strong revenue performance attributed to solid growth in Asia.

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](#)).

Jimmy Choo's Ice campaign with Interparfums shows that it is still maintaining its commitment to personalized marketing campaigns for its fragrances.

"By capitalizing on the modern and sophisticated facets of the Jimmy Choo Man, the new Jimmy Choo Man Ice is going into new horizons," Interparfum's Ms. Gindre said. "A more casual chic touch that makes him stand out."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.