

APPAREL AND ACCESSORIES

Jimmy Choo embraces androgyny in cruise campaign

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Cara Delevingne stars as the face of the campaign. Image credit: Jimmy Choo

By DANNY PARISI

British footwear label Jimmy Choo is kicking off the marketing campaign for its cruise 2018 collection with an in-depth interview and short film starring brand ambassador Cara Delevingne.

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The short film, entitled "Shimmer in the Dark," follows Ms. Delevingne through a night in the city accompanied by a favorite pair of Jimmy Choo shoes. The short film is complemented with an interview with Ms. Delevingne where she talks about her approach to style as it relates to her work and her feelings on androgyny and gender politics.

Shimmer in the dark

For Jimmy Choo's cruise 2018 collection, the brand recruited actress and model Ms. Delevingne, who is known for her outspoken views on gender and sexuality.

These views make Ms. Delevingne the perfect voice for this campaign, as it includes capsule collections intentionally designed to play on androgyny and blur the lines between what can be considered clothing "for men" or "for women."

In Ms. Delevingne's estimation, as she says in the interview with Jimmy Choo, these distinctions are far less concrete than we like to believe.



Ms. Delevingne's masculine look. Image credit: Jimmy Choo

Jimmy Choo photographed Ms. Delevingne wearing pieces from a collection called Borrowed From the Boys, which uses silhouettes and designs typically used for men's clothing and puts a feminine twist on them.

This theme continues to the short film that accompanies the campaign called Shimmer in the Dark, in which Ms. Delevingne struts through New York City at night as she shows off her pair of Jimmy Choo shoes.

Notably, she receives admiring looks and compliments from both men and women on her shoes, emphasizing their appeal across genders and orientations.

Androgynous future

The fashion world has always been more playful when it comes to gender roles and androgyny than others.

Due to the bold experimentation with what people wear inherent in the fashion industry, androgyny and blurring the lines between gendered clothing has a long history in high fashion.

Designers are also playing off the convergence of menswear and women's wear at their fashion shows.

Gucci recently announced that its runway shows would no longer be segregated by gender. The label's creative director Alessandro Michele has frequently played with gender norms on the runway, putting details typically reserved for women's apparel on men's shirts, such as lurex, ruffles and pussycat bows ([see story](#)).

However, the more open-minded attitude towards gender roles does not always translate into positive representation for women in fashion advertising.

In 2016, Britain's Advertising Standards Authority launched a project to determine whether its codes were adequately dealing with gender stereotyping. While it found that it was mostly on the right page, it found it needed to do more in some areas.

Almost 1,400 complaints lodged against advertisers in 2015 and 2016 dealing with the way in which men or women were portrayed. Some main issues surrounding gender depiction include objectification, showing stereotypical roles such as women as homemakers and creating an unhealthy body image ([see story](#)).

Shimmer in the Dark

Jimmy Choo is hoping to combat this trend with its campaign led by Ms. Delevingne as the brand seeks to stabilize itself under new owner Michael Kors.

The brand said its investment in its store network and omnichannel services helped its revenues rise 16.5 percent in the first half of 2017.

Despite challenges such as reduced tourist traffic in Europe and softened demand in the United States, Jimmy Choo recorded growth in retail revenue and profit before tax. Ahead of Jimmy Choo's acquisition by Michael Kors, which recently closed, the brand projected continued growth for the rest of the year ([see story](#)).

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