

APPAREL AND ACCESSORIES

Jimmy Choo follows provocative pursuit in spring ads

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Image from Jimmy Choo's spring/summer 2018 campaign. Image credit: Jimmy Choo

By SARAH JONES

British footwear label Jimmy Choo's latest advertising effort paints a flirtatious picture of New York apartment living.

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The brand's spring/summer 2018 campaigns for its men's, women's and eyewear collections intertwine, as two neighbors use the label's products to make their moves. Building the campaigns along the same narrative and concept creates a cohesion among Jimmy Choo's product lines, showing that while they may be different categories, they share a common thread.

"Jimmy Choo is a well-established brand and has strong presence with both men and women," said Caitlin Able, art director at [Blue Moon Digital](#), Denver, CO. "These shorts are playful, inviting and whimsical.

"Jimmy Choo doesn't need to divide their demographics because of their brand recognition and the constant use of the same models," she said. "Especially for their high-end clientele. In this case these shorts feature Anja Rubik and the fashion brand uses her consistently throughout their spring/summer 2018 campaign."

Ms. Able is not affiliated with Jimmy Choo, but agreed to comment as an industry expert. [Jimmy Choo](#) was reached for comment.

Window dressing

Shot by Craig McDean, the ads were inspired by the 1950s thriller "Rear Window," which centers on a voyeur in a Manhattan apartment. Intended as a more playful take on this concept, Jimmy Choo's campaign finds neighbors looking at each other out of mutual interest rather than suspicion.

Jimmy Choo's campaign includes a series of films starring models Anja Rubik and Clment Chabernaud.

A central campaign video opens on Ms. Rubik's apartment, following the model as she tosses a pair of shoes onto a chair and puts a vinyl album on a turntable.

Suddenly, as the track starts up, the model catches the attention of Mr. Chabernaud, who is lounging on a couch in his apartment across the way. He bolts up and opens his curtains and the doors to his balcony.



Image from Jimmy Choo's spring/summer 2018 campaign. Image credit: Jimmy Choo

The pair go back and forth trying on different shoes and sunglasses, swapping looks and teasing each other. As part of the flirtation, the couple also dance.

Both of the provocateurs' apartments feature mirrors and glossy finishes, intended to reflect Jimmy Choo's glamour.

At the end of the main campaign film, Ms. Rubik is seen slipping off her heels and dangling them behind her back. Hinting at more to come in the narrative, the film ends with a "to be continued" note.

Jimmy Choo spring/summer 2018 campaign

"Anja encapsulates the confident style and spirit of the Jimmy Choo woman in her urban habitat," said Sandra Choi, creative director of Jimmy Choo, in a statement. "She's playfully provocative and comfortable in her own skin captured by Craig McDean in natural moments of cat and mouse with Clment."

Apart from the general campaign film, Jimmy Choo also released social videos that serve as the campaigns for Jimmy Choo's women's, men's and eyewear, focusing more heavily on these categories. While Jimmy Choo's eyewear is produced through a license with Safilo, including the frames as an integral part of this campaign shows that this product category is at home in the Jimmy Choo universe.

"The story or short is itself a teaser, not just the caption at the end," Blue Moon Digital's Ms. Able said. "The brand uses the short film or snippets as a teaser to highlight everyday situations, making it relatable to the high-end target audience.

"These targets want the new and best shoe to go with their fashion-forward outfits," she said. "Jimmy Choo knows that their target audience thinks of their outfit as a whole and the shoes are a vital piece.

"The shorts capture your attention and leave the viewer wanting to know more about the people in them. Do they meet? Do they know each other? They leave the viewer with questions which leaves them wanting more. And in turn, the viewer is more likely to be on the lookout for the next short in the series. Or, to watch all the shorts at once."

While all categories are featured in the main film, this allows Jimmy Choo to share more content surrounding these lines.

During the first half of 2017, men's products were the fastest growing category for Jimmy Choo.

Thanks partly to an increased editorial presence, Jimmy Choo's men's collections now represent 9 percent of its total revenue. Responding to this interest in this category, the label has expanded the number of boutiques that retail both men's and women's products by 15 that half ([see story](#)).

New York moment

Jimmy Choo's recent efforts have centered in New York, a fitting approach as the brand joined Michael Kors late last year ([see story](#)).

The label kicked off the marketing campaign for its cruise 2018 collection with an in-depth interview and short film starring brand ambassador Cara Delevingne.

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 ([see story](#)).

"The campaign is communicating that the brand is stylish and practical while remaining undeniably sexy," Ms. Able said. "They are an essential piece of transformation for work or a night out.

"The Jimmy Choo man and woman are ones that don't take themselves too seriously, as they will dance around their apartment, and know how to dress for the occasion," she said. "They are sophisticated and sexy, relatable yet unattainable.

"The brand is speaking to the sophisticated city dweller. This campaign transcends their multiple demographics."

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