

APPAREL AND ACCESSORIES

Jimmy Choo recruits new marketing SVP from Net-A-Porter

February 9, 2018



Jimmy Choo will look for more editorial type ads in the future. Image credit: Jimmy Choo

By STAFF REPORTS

Michael Kors' Jimmy Choo is valuing editorial content over traditional advertising with its new hire from Net-A-Porter.

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

Jimmy Choo is continuing its expansion after the acquisition into lifestyle brand Michael Kors. In light of this, Jimmy Choo has appointed Net-A-Porter fashion director Gabriele Hackworthy as senior vice president of marketing.

Editorial advertising

Ms. Hackworthy will report to Jimmy Choo chief executive officer, Pierre Denis beginning at the end of April. She will also work closely with creative director Sandra Choi.

Prior to working at Net-A-Porter, Ms. Hackworthy held positions at *Harper's Bazaar* U.K. as well as *Vogue* magazine's editions in Australia, Japan and China over the past 20 years.

While her past experience is all editorial, she will be stepping into the marketing space at Jimmy Choo. The footwear label's hope is that her voice will bring a fresh take on its branding to support future expansion.



Sales were primarily driven by performance in the U.S. Image credit: Inter Parfums

New campaigns will take on a more editorial experience to assimilate into the new advertising atmosphere of today, where consumers are more averse to ads.

"[Gabriele's] editorial experience will provide a new point of view for us to further expand our creative storytelling that brings the collection to life across all communications channels," Mr. Denis said in a statement to WWD.

Prior to the new hire announcement, Michael Kors revealed that it saw a total revenue increase of 6.5 percent after it successfully navigated the acquisition of footwear brand Jimmy Choo.

In the third quarter of 2018, ending on Dec. 31, Jimmy Choo contributed \$114.7 million to Michael Kors Holding's \$1.44 billion, after only being a part of the company for two months. Earnings per diluted share on an adjusted basis saw a 7.9 percent jump to \$1.77 a share, exceeding Michael Kors' expectations ([see story](#)).

These numbers are likely to grow as Jimmy Choo becomes more comfortable under Michael Kors' control, its new hires refocus its direction and the expansion takes hold.

© 2020 Napean LLC. All rights reserved.

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