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## Jimmy Choo men's collection debuts with video hook

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By KAYLA HUTZLER

Footwear manufacturer Jimmy Choo has released a new video showcasing the brand's fall/winter men's campaign to coincide with the release of its first menswear line in nine years.

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The video, which was produced by online retailer Mr. Porter, highlights the streamlined sophistication of the label's men's collection. Jimmy Choo's men's line begins shipping today.

"The concept plays on the idea of the man who takes risks in life by 'walking the line,'" said Leon St-Amour Literal, art director of [Mr. Porter](#), New York.

"In presentation, we shot various scenes with our character showcasing the shoes by walking in Manhattan's eclectic linear elements," he said.

Jimmy Choo did not respond by press deadline.

High life or High Line

The Jimmy Choo men's collection is now available at <http://www.jimmychoo.com>.

After a successful menswear collaboration with high-street retailer H&M - the men's line

sold-out in one week - Jimmy Choo announced in January that it would begin producing shoes for men for the first time since 2002.

“Line extensions have proven to be successful in the luxury segment,” said Chris Ramey, founder of [Affluent Insights](#), Miami.

“Successful companies leverage their assets and the Jimmy Choo brand is a substantial asset,” he said.



Featuring ST JAMES, as seen in our short film 'Walking the Line', created for Men's AW 11 (<http://t.co/hTuYaBa>)

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In partnership with Mr. Porter, the “Walking the Line” video features eight looks from the fall/winter collection that range from sneakers to dress shoes.

The branded shoes are the main focus of the movie. Accordingly, they are displayed in color while the rest of the video frame is in black and white.

The video is relatively simple and follows the shoes through Manhattan: along the High Line railroad tracks, on the edge of a reflecting waterside in Brooklyn, and on the graphic lines of downtown Manhattan.

A jazz song seems to emphasize the sophistication of the Jimmy Choo collection and the men who wear it.

"We wanted to portray the variety and depth of the new collection through the moving environment and changing style of our character," Mr. Porter's Mr. St-Amours said.

## Choo-in

The video was announced July 5 on the branded Facebook and Twitter pages as well as on the Jimmy Choo Web site homepage.

“Video is an excellent tactic to show product,” Affluent Insight's Mr. Ramey said.

“It needs to be concise and short, but when done well it can explain the heritage and define the men who wear Jimmy Choo,” he said.

Images from the men’s campaign have been pushed across the branded Facebook page since June 17, when the shoes became available for pre-order on the Web site.



According to Mr. Ramey, this is as good a time as ever for Jimmy Choo to launch a men’s line.

“Now is an excellent time to launch the brand,” Mr. Ramey said.

“There are signs the affluent are spending money again, and the brand name makes their wives and girlfriends happy,” he said.

## Final Take

*Kayla Hutzler, editorial assistant on Luxury Daily, New York*

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