

INTERNET

Jimmy Choo releases newest handbag collection with insider video ad campaign

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By KAYLA HUTZLER

British shoemaker Jimmy Choo launched a new handbag line with a behind-the-scenes documentary to hook curious affluent buyers.

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Instead of an average, artistic campaign video, the innovative brand has released a mini-documentary for its Fall/Winter 2011 campaign. The busy brand has also debuted a new signature line of 1970s chic-inspired handbags.

"Behind-the-scenes video is becoming an important touch point for luxury brands in today's social sharing era," said Paul Farkas, founder/CEO of Social.TV and [SocialFashion.com](#), New York.

"Savvy consumers want to feel connected with who runs the brand and why products are introduced into lines," he said.

"Jimmy Choo succeeds in giving us a relationship with the woman at the helm, Tamara Mellon, her inspirations, favorite product and cinematic narrative, amidst the backdrop of the most iconic New York establishments, The Waldorf Astoria."

Jimmy Choo was recently acquired by footwear giant [Labelux](#), owner of brands such as Bally and Derek Lam.

Mr. Farkas is not associated with [Jimmy Choo](#), but agreed to comment as a third-party expert.

Photo choot

The behind-the-scenes video features Jimmy Choo co-founder and creative director Tamara Mellon, who explains the creative inspiration behind both the collection and the ad campaign.

The video starts off quite documentary-like, with classical music and a black-and-white view of a fancy hotel room, a Jimmy Choo bag and the exterior of the Waldorf Astoria, where the campaign was shot.

The campaign encompasses both the menswear and womenswear collection.

In the video, Ms. Mellon shares that '70s movie star Catherine Deneuve was the inspiration for the women's handbags and shoes.



For the men's collection, Ms. Mellon explains that she was inspired by how a woman would dress a date or her husband for an elegant night out.

The remainder of the video are clips from the photo shoot.

Fashion photographer Steven Meisel captures a moment of seemingly stolen intimacy between a couple in an old-fashioned, romantic hotel room as they get dressed for the day.

The advertising campaign, which was also released one day before the video, features model Raquel Zimmerman.

Ms. Zimmerman recently starred in Alexander Wang's ad campaign ([see story](#)). The video was projected on New York buildings last week.

The video ends on the new collection of handbags which were also inspired by Ms. Deneuve's sultry yet elegant attitude and chic day-dressing.

JIMMY CHOO

COLLECTIONS / AUTUMN/WINTER 11 / PRE FALL 11 / MENS / SHOES / HANDBAGS / ACCESSORIES / SALE



Choo makers

The new line, aptly entitled The Catherine, is being released by Jimmy Choo this fall.

The Catherine range features six bags in a variety of leather box calf, patent leather, calf-hair and snake-skin. Available colors include red, beige, leopard and black.

Prices range from \$1,895 to \$2,395.

The Catherine range of handbags looks to capture the vibe of 70s' film noir and combine it with lady-like elegance, according to the brand's Facebook post regarding the bags.

Social media and the [Jimmy Choo Connection](#) blog have been the launch platform for the new campaign as of press deadline.



JIMMY CHOO
Tamara Mellon gives us exclusive access to behind the scenes at Autumn/ Winter 11 advertising campaign shoot.

/ DISCOVER THE COLLECTION <http://bit.ly/DiscoverAW11>



Autumn/ Winter 11 Behind the Scenes video [HD]
Length: 2:01

July 13 at 1:21pm · Like · Comment · Share

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JIMMY CHOO added 3 new photos to the album Autumn/ Winter 11 Advertising Campaign.



Autumn/ Winter 11 Advertising Campaign

ALUMIN/WINTER 11 ADVERTISING CAMPAIGN PHOTOGRAPHED BY STEVEN

The shoemaker posted the new campaign pictures the morning of July 13 and uploaded the video later that evening.

Images from the Catherine collection was teased the following day.

All the information was also posted on the branded blog.

Jimmy Choo reinforced the video and image posts with an email blast that linked Jimmy Choo customers to the video on the branded blog July 18.

Video is a good way for luxury brands to tell a story and engage consumers, according to Chris Ramey, founder of [Affluent Insights](#), Miami.

“Shot properly, as evidenced in this video, [videos] evoke emotion, and what is luxury without emotion?” Mr. Ramey said.

“More brands will begin to use video because it is an effective tool to communicate a company’s or collection’s values,” he said.

Final Take

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