

APPAREL AND ACCESSORIES

## Jimmy Choo sparkles with personalization in the new year

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*Swarovski adorns Jimmy Choo shoes with its crystals. Image credit: Jimmy Choo*

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By STAFF REPORTS

Capri Holdings' Jimmy Choo has introduced a bespoke service with partner Swarovski for customers to further glam out their shoes.

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Choo x You is a new service from the label, which allows purchasers to create bespoke Jimmy Choo shoes and bags with Swarovski crystals. Fashion fans can design sparkling letters, symbols and phrases to adorn their Jimmy Choo accessories.

Personalization in luxury

Jimmy Choo and Swarovski are creating a partnership to elevate luxury and personalization tactics in the new year.

The service is available to a wide range of merchandise, but it is only offered in select stores and not online.

European shoppers can personalize their Jimmy Choo shoes with Swarovski lettering in the brand's New Bond Street shop in London, Harrods, Avenue Montaigne shop in Paris and in Milan.

Other locations include Moscow and various locations in the United States, Japan, China and Hong Kong, as well as the Galleria in Korea and Paragon in Singapore.



*Jimmy Choo with Swarovski crystals. Image credit: Jimmy Choo*

“Introducing our new personalization service featuring sparkling Swarovski crystal letters, symbols and phrases, allowing you to create bespoke Jimmy Choo shoes and bags,” said the brand in a statement. “It’s Choo, by you.”

Jimmy Choo recently showcased that it is valuing editorial content over traditional advertising with a recent hire from Net-A-Porter.

The Italian label, now owned by Michael Kors, is continuing its expansion after the acquisition into lifestyle brand. In light of this, Jimmy Choo has appointed Net-A-Porter fashion director Gabriele Hackworthy as senior vice president of marketing ([see story](#)).

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