

APPAREL AND ACCESSORIES

Jimmy Choo blows up its monogram for fall 2019

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Jimmy Choo unveils AW19 campaign featuring Kaia Gerber. Image credit: Jimmy Choo

By STAFF REPORTS

Capri Holdings' Jimmy Choo is tapping model and actress Kaia Gerber for its fall 2019 campaign, marking her second season with the brand.

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Fashion photographer Stephen Meisel shot the campaign, which Jimmy Choo states reflects the image of a "modern heroine" along with the model's magnetic spirit. The campaign takes a unique approach with life-sized physical sculpture of its "JC" moniker.

Life-sized logo

Jimmy Choo is showcasing its autumn/winter 2019 collection along with its Varenne family of bags, each of which features the JC monogram.

Ms. Gerber is shown sporting a variety of looks for the collection while interacting with the large JC sculpture, leaning against it in various ways.



Kaia Gerber with Jimmy Choo. Image credit: Jimmy Choo

"In my mind, Kaia represents a muse for the next generation with a timeless sense of beauty. She's a modern heroine in the making," Sandra Choi, creative director of Jimmy Choo, in a statement. "This season marks a pivotal moment in Jimmy Choo's history with the unveiling of our new monogram, the JC, a literal abbreviation of our brand initials.

"The multi-faceted design reflects the dynamism of the Jimmy Choo woman and the accessories she commands," she said.

Capri Holdings Limited is seeing growth as a company whole, but its original label Michael Kors is continuing its struggle.

Aiming to be an American counterpart to LVMH, Kering and Richemont, Michael Kors has finished its acquisition of Versace and its takeover of Jimmy Choo delivered a strong performance. In the third quarter ended on Dec. 29, Jimmy Choo had a 35.3 percent jump compared to the previous year ([see story](#)).