

FOOTWEAR

British footwear label Jimmy Choo ties laces with Timberland for capsule collection

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Jimmy Choo's high-low collaboration with Timberland has led to a limited-edition capsule collection with a blingy element. Image credit: Jimmy Choo

By LUXURY DAILY NEWS SERVICE

British footwear label Jimmy Choo has collaborated with U.S. boots brand Timberland to launch a capsule collection for men and women supported by a campaign shot in the Californian desert.

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The limited-edition collection comprises three unisex shoes and one women's style, all in Timberland's trademark six-inch boot design. Timberland is known for its yellow boot, while Jimmy Choo is a favorite of those seeking glamorous kicks.

"To collaborate with Timberland allows Jimmy Choo to take part in a different conversation," said Jimmy Choo creative director Sandra Choi in a statement.

"I love getting together with different creative minds to create beautiful and surprising product," she said.

"Timberland's outdoor work heritage, combined with our high fashion sensibility, creates something really exciting and unique."

Jimmy Choo is part of London-based Capri Holdings, which also owns Michael Kors and Versace.



The Jimmy Choo x Timberland campaign was shot in the Californian desert. Image credit: Jimmy Choo

Stepping stones

Bling is part of the **Jimmy Choo x Timberland collection**. Indeed, one boot is encrusted in all-over Swarovski crystals, making it a standout in statement streetwear.

Prices range from \$595 for the least blingy boots to \$5,500 for the shoes clad entirely in Swarovski crystals.

The Jimmy Choo x Timberland campaign features beauty entrepreneur Kristen Noel Crawley and model-surfer-skater Evan Mock.



No puddles, please. Only \$5,500. Image credit: Jimmy Choo

The Jimmy Choo x Timberland collaboration is supported by promotion across email, social media and a video.

Shot on location in the Californian desert, the models navigate the rugged desert terrain with an energized attitude, taking urban style back to nature.

The landscape highlights the raw beauty of the desert while mirrored installations reflect the fusion of the dual brand aesthetics: high fashion glamour blended with outdoor utility, as put by Jimmy Choo.

In support of Timberland's hope of a greener future, Timberland will plant a tree for every pair of boots created in this collaboration. This is part of Timberland's pledge to plant 50 million trees over the next five years.

JIMMYCHOO IS betting its customers will appreciate a bit of whimsy mixed with streetwear style.

"Timberland was the footwear of choice when I was going to college in the early 90s, so there was a notion of nostalgia' for me in this collaboration," Ms. Choi said in a statement.

"But I also like to surprise people, make them ask what kind of product are we going to come up with," she said.

Introducing the Jimmy Choo x Timberland capsule collection

