

APPAREL AND ACCESSORIES

## Jimmy Choo brings the bling with new Bing craftsmanship campaign

August 29, 2022



*An image of the Jimmy Choo black patent leather mules with crystal strap. Image credit: Jimmy Choo*

By AMIAH TAYLOR

British footwear label Jimmy Choo has released a new campaign film highlighting the meticulous craftsmanship behind its iconic Bing pumps.

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From the nuanced cutting of high quality leather to hand stitching, the video brings awareness to the labor and intentionality behind a pair of Jimmy Choo heels. The fashion label is known for its luxury footwear and is taking the time to acquaint consumers with its painstaking behind the scenes process.

"The new Jimmy Choo campaign underscores the broader trend among top luxury brands to re-articulate and confirm their brand narratives while attempting to highlight the craftsmanship to help transcend and differentiate against the tide of what has become democratized luxury," said David Friedman, cofounder of [WealthQuotient](#), New York.

"This move and strategy further serves to help educate emerging luxury consumers not only about the uniqueness of Jimmy Choo's brand specifically, but it also defines what can be a vacuous definition around luxury," he said.

Behind the scenes for Bing

The video begins with shiny black patent leather being cut into a precise shape and then being hand stitched and cut until it meets exacting requirements. The shoe is then pressed and sealed in a machine.

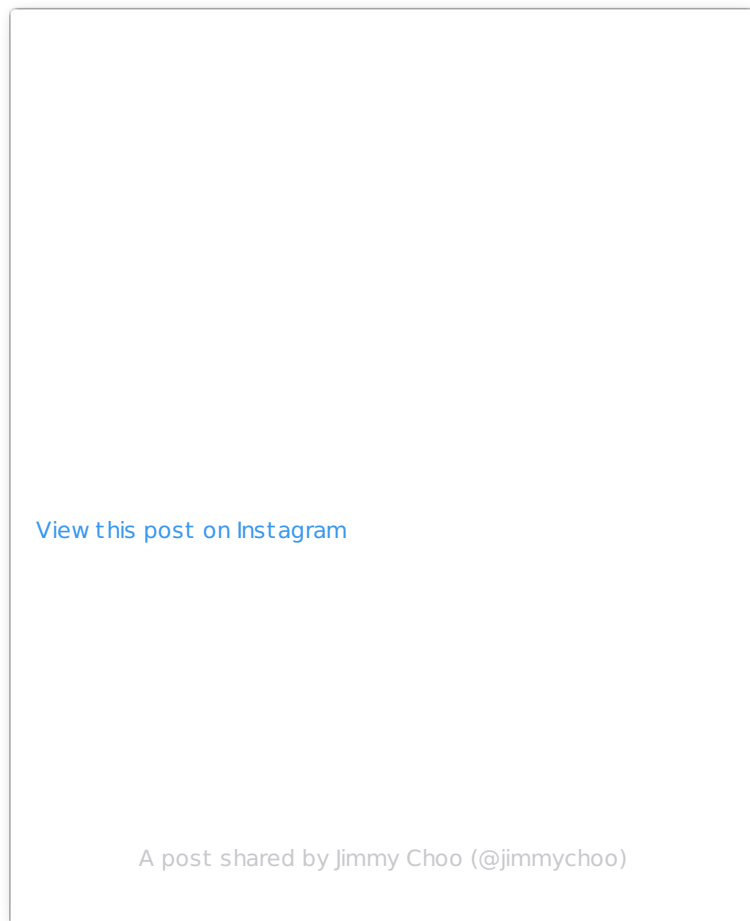
Exceptional craftsmanship is integral our brand DNA - discover the artistry and craftsmanship that goes into each and every pair of our iconic Bing pumps <https://t.co/ergeVBKh8X>  
[pic.twitter.com/Uh6rh7axkv](https://pic.twitter.com/Uh6rh7axkv)

Jimmy Choo (@jimmychoo) [August 26, 2022](#)

### *Jimmy Choo's campaign film for the incomparable craftsmanship behind its Bing pumps*

A woman selects glittering high quality crystals for the iconic Bing crystal buckle and then hand sews them on with a needle and thread. After the crystal detailing is completed, the shoe is polished, wiped and lovingly examined for quality control.

Revenue from the global luxury footwear market has reached \$25.33 billion in 2022 and is projected to grow annually by 6.18 percent CAGR (compound annual growth rate) from 2022 to 2027, according to data from Statista. With demand increasing irrespective of health pandemics, the luxury footwear market could surpass \$115.3 billion by 2030 citing a new report from Report Linker.



### *An image of Jimmy Choo's Bing wedge sandals with crystal detailing*

This market growth can be attributed to increasing social media product ads and heightened awareness of personal appearance among other factors, according to the report from Report Linker.

With this in mind, Jimmy Choo strategically releasing a Twitter ad campaign that credentials the impeccability of their craftsmanship could be an intelligent business move. The luxe British footwear brand can capitalize on marketing its artistry as durable and timeless while positioning its offering in the mind of the consumer as an aspirational investment.

#### Choo Caf

Jimmy Choo has been quite active since its 2020 collaboration with U.S. boots brand Timberland, in which the partners launched a joint capsule collection ([see story](#)). The luxe label created a 42,000-square-foot pink cafe for influencers and young affluents to luxuriate in, complete with gold-accented dishware and plush pink carpeting.

Converting luxury from wearable to edible, Jimmy Choo has debuted a dedicated space for young shoppers to experience the full embodiment of grandeur with logo-embossed bites.

The chic Choo Caf is on the 5th floor of the British luxury department store Harrods, which dates back to 1834. The Choo Caf is one of many destinations that excited fall travelers could visit when they opt to vacation in London, which was one of the top metropolitan destinations for autumn trips according to a recent Expedia report ([see story](#)).

"The campaign film will most likely not convince a non-Jimmy Choo consumer to make the plunge into their world

but it lays the foundation to embrace, educate and engage with their brand history and builds the case for value which can not be easily copied as well as justifying the investment it would require for ownership," Mr. Friedman said.

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