

APPAREL AND ACCESSORIES

Kendall Jenner shines as focal point of Jimmy Choo's fall campaign

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Ms. Jenner poses with the Varenne Avenue Quad and the Dreece Knee Boot 95 in candy pink. Image credit: Jimmy Choo

By KATIE TAMOLA

British footwear label Jimmy Choo is celebrating its fall 2022 campaign with American supermodel and influencer Kendall Jenner.

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Labeled the season's muse, Ms. Jenner fashions the new collection in imagery and a short film. Highlighting the collection's enticing and contrasting color tones of hot pink and black, Ms. Jenner models several different pieces, maintaining the brand's coy and chic ethos.

"This short but crisp vignette offers a menagerie of juxtaposed provocative outfits emanating from Kendall as the background setting for showcasing the striking purses and shoes," said David Friedman, cofounder of [WealthQuotient](#), New York.

Different seasons, same chic

Photographer and film director Carlijn Jacobs captured the supermodel in a stylish set of shots.

The label thoughtfully juxtaposed the fall collection with a summer feel, having Ms. Jenner pose adjacent to a large swimming pool, spotlighting products including the Varenne Avenue Quad in the candy pink/light gold colorway, the Dreece Knee Boot 95 in candy pink and additional accessories and footwear.

Our Autumn 2022 Collection - as modelled by runway royalty [@kendalljenner](#) - is now live: have your new-season wish list at the ready [#KendallJenner](#) [#JimmyChoo](#) <https://t.co/Bir4vRhUrn> pic.twitter.com/1WGMswMNrf

Jimmy Choo (@jimmychoo) [September 2, 2022](#)

Ms. Jenner models a selection of offerings from Jimmy Choo's new fall collection

Ms. Jenner poses confidently atop shrubbery, spotlighting the Varenne Avenue Quad handbag which is also available in burgundy/light gold and black/light gold colorways.

Further fostering the campaign's feel of self-assuredness, Ms. Jenner poses in ivory Diamond Light Maxi/F sneakers. The shoes also come in candy pink and a soft yellow.

The short film tracks Ms. Jenner walking confidently poolside, posing with a Varenne Avenue Quad in gold.

Other notable pieces in the wide-ranging fall collection include the Dreece Knee Boot 95, the Dreece 110 stiletto, Bing Boot 100 and several other footwear options.

The Bon Bon handbag offers a sparkling feel, the Pippa Avenue wallet, Lise-Z Avenue wallet, Varenne Quad XS are just some of the extensive handbag options the new collection holds.



Ms. Jenner could be an effective tool in reaching younger consumers. Image credit: Jimmy Choo

From pinks that pop to sleek black offerings that could complement any outfit, the new collection delivers.

Consumers can see the exciting colorways that flow throughout the collection at www.jimmychoo.com.

Checking out Choo

Jimmy Choo continues releasing campaign material that highlights its chic, confident ethos. Lately, the footwear label has also highlighted its thoughtful craftsmanship.

Earlier this month, Jimmy Choo has released a new campaign film highlighting the meticulous craftsmanship behind its iconic Bing pumps.

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 ([see story](#)).

Tapping Ms. Jenner was a strong move from the label, as the influencer could serve as an effective tool in reaching the next generation of younger consumers.

Last year, Ms. Jenner was named the new creative director of online retailer Forward in a new push to build its

audience and reach younger consumers.

In her position, Ms. Jenner headed the look and feel of the website, curation of the brands sold, monthly edits of must have trends/looks, brand partnerships and more. She began her tenure at Forward, owned by Revolve Group, Inc. and stylized as FWRD all capitalized, during New York Fashion Week in September 2021 ([see story](#)).

" Whether Kendall is an effective brand ambassador depends on how much of who she is and her own brand resonates with the vision and heart of Jimmy Choos brand narrative both in the vignette but also outside from a macro perspective," Mr. Friedman said. "They want to immerse their aspirational luxury consumer within this short story so they see themselves wearing these shoes and carrying these purses and that when they do, they are somehow channeling Kendall."

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