

APPAREL AND ACCESSORIES

Jimmy Choo jumps into fall with dapper menswear campaign

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Jimmy Choo has released a series of short films to promote its latest autumn 2022 men's collection. Image credit: Jimmy Choo

By AMIAH TAYLOR

British footwear label **Jimmy Choo** is introducing its autumn 2022 men's collection in style with dedicated campaign imagery shot by Dutch fashion photographer Carlijn Jacobs.

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Staged poolside, a series of short films emanate luxury and relaxation. The renowned shoe brand has carefully crafted its campaign imagery to become synonymous with summer, sun and chic sophistication.

Summer sun and sleek fits

The luxury label's latest campaign matches the relaxed tone of its autumn collection: laid-back loafers, crisp sneakers and smart boots with bold detailing transition seamlessly from day to night or, as seen amid campaign films, from shade to sunshine.

In an initial campaign video, a tall male model emerges in a pair of oxblood Buxton velvet loafers, strolling leisurely along a manicured path to the tune of an upbeat pop track.

Angled towards the camera, he slowly puts on a pair of Jimmy Choo sunglasses with a grand sense of finesse and flourish, spinning while showcasing his shoes.

The first of four Jimmy Choo autumn 2022 men's collection films

Swirling in front of a mirror, present poolside, he grins, seemingly pleased with his reflection. Edging towards a serene blue expanse of water, the model closely totes the line of an outdoor pool.

The next campaign film includes the same soundtrack and model, this time in a monochromatic cream-colored outfit complete with a long, pale trench coat.

On his feet are a black pair of Devin boots. He adds dynamism to the advertising series by jumping onto the pool stairs, fully submerging the smooth leather boots underwater.

Supporting campaign content from Jimmy Choo

As with all video assets, a third brand film begins by displaying the British label's name in large white font.

Now, sitting in a dominant open-legged position, the campaign protagonist is donned almost entirely in black, excluding a pair of crisp white tennis shoes. Lounging in front of the pool, the model is the picture of effortless grace as the camera zooms in on his sneakers.

In a final clip, the model struts down water's edge in a pair of black Buxton velvet loafers with unique tassels dangling from the front, as the enchanting music plays.

The male protagonist suddenly falls backwards into the pool, in an action perhaps meant to evoke how Jimmy Choo intends to make quite a splash in the autumn menswear scene this fall.

Film format

Jimmy Choo's visually engaging, multi-part luxury release is indicative of the fact that it is now more challenging than ever to keep customers engaged and interested in the content they consume.

The average consumer attention span ranks at a mere eight seconds, according to [Kraus Group Marketing](#), as compared to the notoriously poor memory of a common household pet, which has an attention span of just five.

The brand's brief 16-second campaign film set may seem insubstantial at first look, but in actuality, the brand's marketing efforts align with luxury consumers' growing attention deficits.

Experts offer a plethora of digital solutions for making the most of the short amount of time a potential customer may engage with your product ([see story](#)). Among them are recommendations to opt for strong, high-resolution product imagery that attracts attention and the creation of skimmable and easily digestible content.

Different brands in the luxury sector have tested out features to adapt to the changing needs of easily distracted luxury consumers. Editorial entity British Vogue, for example, decided to apply attention-grabbing methods to mobile, rolling out a new chatbot news service in 2017 to appeal to users with shrinking attention availability ([see story](#)).