

APPAREL AND ACCESSORIES

Jimmy Choo releases spring 2023 campaign starring Kendall Jenner

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Ms. Jenner lounges above the city skyline, evoking the superheroine theme at the heart of the collection. Image credit: Jimmy Choo

By LUXURY DAILY NEWS SERVICE

British footwear label **Jimmy Choo** has released its spring 2023 campaign starring American supermodel and influencer Kendall Jenner.

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In a short promotional video for the campaign, Ms. Jenner is seen striding along a sunny rooftop high above New York City. She models key pieces from the collection including the Tilda 140 loafer, the Neoma 110 sandals and the Diamond Framed Clutch.

Supermodels and superheroines

There are several themes at work in this campaign, one of which being that of the brand's chosen textile for the collection: denim.

The Avenue Quad bag and Talura 100 heels are both denim pieces, the latter featuring a diamond chain adornment. Both bear the brand's signature "JC" monogrammed logo.

The concept of a super-heroine is another theme toyed with by the brand, being subtly referred to via the outfits and power stances that Ms. Jenner uses throughout the campaign.

In the piece, she lies by the pool in a rooftop translucent neon green chair. She leans over the railing, looking out over the city from behind a plexiglass partition.

Throughout, she models different pieces from the collection including a suede purple mini dress with a deep plunging neckline, and a denim bodysuit not all that different from the spandex suits of superheroes.

The colors presented also seem to reflect the additional theme of Y2K nostalgia, while introducing a number of new pieces, one of which is the Diamond Soft Hobo Bag.

Ms. Jenner models a series of pieces from the Jimmy Choo spring 2023 line. Video credit: Jimmy Choo

The short film ends with Ms. Jenner taking a final turn on the rooftop runway, wearing a glittering bodysuit and thigh-high leather boots. In this different super-suit, she sits daringly on the edge of the roof, showcasing her feminine

boldness.

Ms. Jenner was also the focus of [Jimmy Choo's](#) fall campaign last September, which was shot by director and photographer Carlijn Jacobs. She was referred to as the season's muse ([see story](#)).

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