

APPAREL AND ACCESSORIES

Jimmy Choo celebrates 30 years of Sailor Moon with colorful campaign

February 16, 2023



A pop-up for the "Jimmy Choo x Pretty Guardian Sailor Moon" collection appears on the floor of London's Selfridges, one of four luxury retail locations lifting the worldwide launch. Image courtesy of Jimmy Choo

By AMIRAH KEATON

British footwear label Jimmy Choo is merging efforts with one of Japan's most iconic mangas.

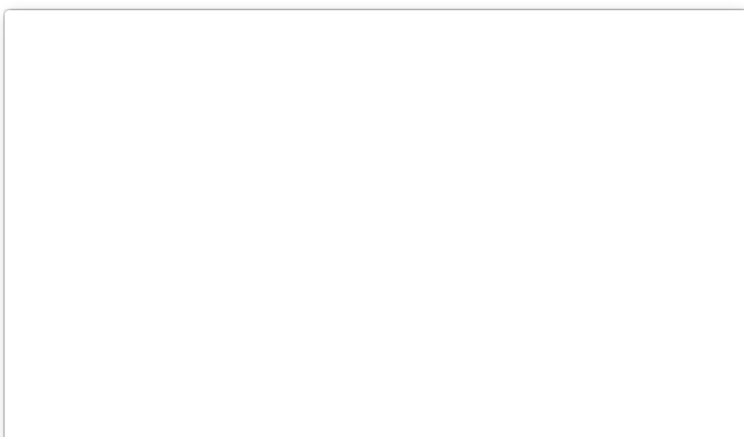
Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Central to a celebratory campaign that lifts the 30th anniversary of "Sailor Moon," the brand has released a new footwear and accessories collection. Inspired by the world-renowned series, the capsule features styles representative of the show's five main characters, and is supported by expansive programming and promotional elements, including two original music tracks, a limited-edition vinyl, exclusive packaging and global immersive shopping experiences.

Pop culture collection

A pop culture phenomenon since 1974, the Jimmy Choo x Pretty Guardian Sailor Moon collection transforms the beloved classic's codes into a limited-edition collaboration.

Jimmy Choo's latest release taps the anime's distinct illustrations and imagery, as well as its superhero stars, courtesy of Naoko Takeuchi, creator of Sailor Moon.



[View this post on Instagram](#)

A post shared by Jimmy Choo (@jimmychoo)

Driving the luxury footwear label's offering is creative director Sandra Choi, whose eye for design arrives in the form of a collection where one style per "Sailor Scout" is the blueprint.'

The capsule collection consists of Sailor Moon boots, a knee-high stretch style, a pair of glossy patent leather ankle boots standing in for Sailor Mercury and a Sailor Mars red patent pump.

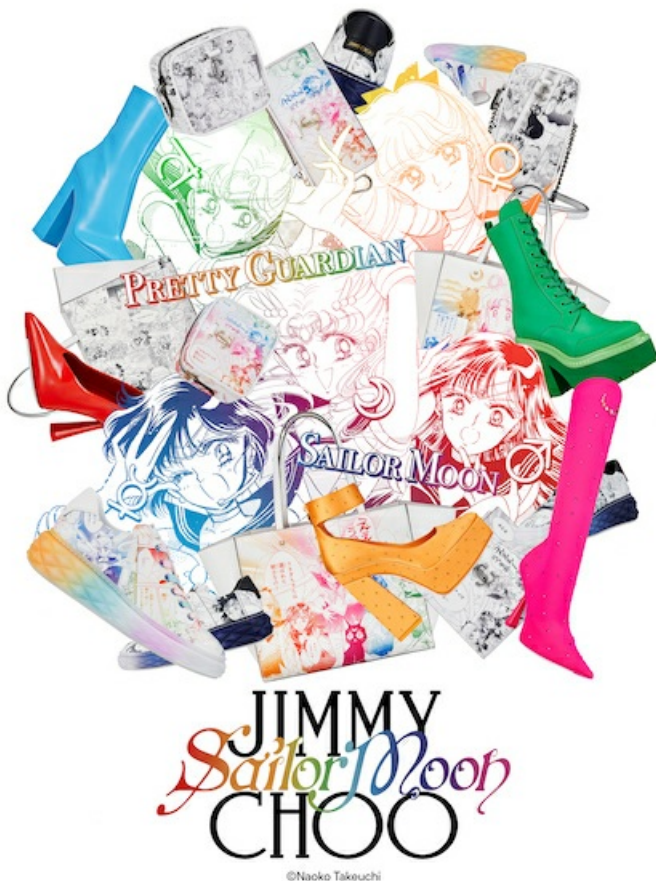


Image courtesy of Jimmy Choo

Sturdy green lace-up leather combat boots with a rubber lug sole and block heel represent Sailor Jupiter, while orange-satin platform pumps with an ankle strap ode Sailor Venus.

"Pretty Guardian Sailor Moon is a unique global phenomenon a manga and anim that resonates, bridging cultures and languages, speaking to different generations, bringing us all together," said Ms. Choi, in a statement.

"That is what drew me to this project, to celebrate 30 years of Pretty Guardian Sailor Moon through this collaboration."

Available online and in some stores, Naoko Takeuchi's Pretty Guardian Sailor Moon manga artworks will decorate the facades of a select few Jimmy Choo flagships worldwide.



Image courtesy of Jimmy Choo

The campaign also adds a global retail activation into the equation, as a series of Sailor Moon pop-ups primarily slated for APAC openings complement the rollout.

Exclusive partners include Isetan in Tokyo, Selfridges in London and China World Mall, in Beijing.

Tokyo's Isetan pop-up runs from Feb. 15 Feb. 21, 2023, from 10 a.m. to 8 p.m. London's Selfridges will host the activation in the atrium, on the ground floor level, from Feb. 14 to March 12, 2023, from 10 a.m. to 9 p.m.

Lastly, Beijing's China World Mall will run from Feb. 14 27, from 10 a.m.-9.30 pm.

"This collaboration underscores our shared values not just of female empowerment but for fashion's ability to inspire inclusivity and individuality through personality and self-belief," Ms. Choi said, in a statement.

"The notion of transformation via fashion is central to Naoko Takeuchi, and clothes play a vital role in the identity of her superheroines, especially their shoes, the most powerful transformer you can step into."

Extended exclusives

For a final twist, the collaboration embraces bespoke shoe design a model typical of other hard luxury verticals most notably auto made-to-order wear makes a comeback for "Jimmy Choo x Pretty Guardian Sailor Moon."



Image courtesy of Jimmy Choo

Tributing the Pretty Guardian Sailor Moon, the custom ruby-red Sailor Moon boot mirrors the main character's own.

The "IRL" knee-highs feature a signature Jimmy Choo kick heel, crescent moon jewel and vibrant pink all-over Swarovski crystal embellishment. The shoe originally debuted in June 2022 at the Pretty Guardian Sailor Moon Museum at the Roppongi Museum, Tokyo.

The limited-run pair are priced just a bit higher than the \$13,000 mark.

"I am extremely happy that the characters and stories that came from my imagination are now loved by many people around the world," said Mr. Takeuchi, in a statement.

"What has always been truly important to me is the youthful, pure imagination and power of the young girls," he said.
"I believe that the Jimmy Choo brand also has these qualities."

© 2023 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.