

APPAREL AND ACCESSORIES

# Jimmy Choo touts couture craftsmanship with The Flower Series

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Available by appointment only, the selection is as exclusive as it is intricate. Image credit: Jimmy Choo

By EMILY IRIS DEGN

British footwear label Jimmy Choo is collaborating with Parisian workshop Les Ateliers Vermont.

Together, the duo has released The Flower Series, a made-to-order collection of embroidered Bon Bon handbags and five pairs of shoes. Inspired by both natural and urban landscapes, the glittering array touts couture craftsmanship as Jimmy Choo leans into the luxury sector's focus on artisanry, as well as its reputation for hyper-embellished accessories.

"Craftsmanship, creativity and a couture spirit have always been at the heart of Jimmy Choo so I am thrilled to be able to work with the artisans of Les Ateliers Vermont to highlight the elemental foundations of Jimmy Choo's DNA, to create something truly one-of-a-kind for our clients," said Sandra Choi, creative director at [Jimmy Choo](#), in a statement.

"Our community is truly global which is why I found inspiration from some of my favorite cities across the world, creating pieces dedicated to their style, attitude and unique personality."

## Flowers to cities

Les Atelier Vermont, once owned by French fashion house Dior and now by Chanel ([see story](#)), has created high-ticket fashion items for some of the top luxury maisons in the world.



The bags and shoes nod to 10 famous fashion cities. Image credit: Jimmy Choo

Its latest work with Jimmy Choo continues this tradition, drawing upon the workshop's know-how and ornate style. Available by appointment only, The Flower Series is as exclusive as it is intricate, featuring sparkling sequins, beading and embroidery.

"Combining the glamour of Jimmy Choo with the savoir-faire of Maison Vermont, our union was always going to be an exceptional collaboration of expertise," said Jean-Eudes Nton, creative director at Les Ateliers Vermont, in a statement.

"To create the embroidery, we added patches of flowers, as Sandra had envisioned, for a brooch-like finish," Mr. Nton said. "Each piece is almost like a jewel."

As the name suggests, plantlife motifs set the tone for each highly decorative piece.



*The bags feature flowers that look similar to native plants that grow in the cities that inspire the designs. Image credit: Jimmy Choo*

Blooms are juxtaposed with inspirations drawn from ten international cities, each personal favorites of the brand's creative director. Ms. Choi picked New York, Mumbai, Seoul, London, Shanghai, Los Angeles, Dubai, Paris, Milan and Tokyo as muses every one of these hubs is known for its design scene, many of which having their own dedicated fashion weeks.

Opulent needlework adorns the five unique shoe pairs, each matching a Bon Bon purse sharing similar designs. Slingbacks, block heels and stilettos are among the styles included.

The Tokyo purse and footwear shine with stitched references to pink Sakura cherry blossoms. Sharing the same shade, the London offering hints at the pastel doors found in the famed Notting Hill neighborhood.

Meanwhile, the Los Angeles items reveal tropical flowers and the Shanghai-themed products' scarlet red nod to the local culture's lucky hue. The bag and shoes attached to Dubai's use of green and white match the U.A.E.'s flag.

All of the products are vibrant, regionally informed and detailed.



*Ms. Choi is known for her love of nature, and that shows up in her latest project. Image credit: Jimmy Choo*

Many others in luxury are turning to embroidery as a medium, taking advantage of the art's ability to capture extremely complicated patterns and multi-material looks.

Big houses are tapping workshops that specifically specialize in this craft, like Champagne brand Perrier-Jout's recent project with French embroidery house Atelier Montex. Like Les Ateliers Vermont, the name is also a member of French fashion house Chanel's Metiers d'Art ([see story](#)).

## **Craft front and center**

Jimmy Choo's collection shines a light on its history.

On a landing page devoted to the collaboration, the brand outlines its heritage. Beginning as a bespoke atelier in East London, Jimmy Choo states that "innovative design and exceptional craftsmanship have always been at the heart of the house."

Both of these are turning out to be key pieces of luxury marketing success, as many consumers are craving more meaningful interactions with brands.

*Jimmy Choo celebrates the savoir-faire of The Flower Series*

High-spenders are particularly fond of maisons that establish themselves as expert artisans and place their know-how at the front of advertising.

Fashion is especially taking note, hosting events to grant up-close views of their craftspeople ([see story](#)) and framing digital campaigns around the talent behind the products ([see story](#)). Others are making like Jimmy Choo and releasing very exclusive drops fitted with artistic touches ([see story](#)).

Working with Les Ateliers Vermont, the founding family of which were beaded handbag artisans, asserts the British brand as part of the luxury pack, just as capable of putting out trendy merchandise as it is of forging "objets d'arts."

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