

APPAREL AND ACCESSORIES

# Jimmy Choo hits the green with golf-inspired capsule

April 19, 2024



The release marks creative director Sandra Choi's first sports-focused assemblage. Image credit: Jimmy Choo

By ZACH JAMES

British footwear label Jimmy Choo is engaging with a rising demographic in luxury.

In collaboration with California-based lifestyle brand Malbon Golf, the duo is unveiling a selection of athletic gear, apparel and accessories themed around the sport. Released on April 17, the Jimmy Choo x Malbon collection interacts with a growing population of consumers interested in golf as well as high-end goods.

## Hole-in-one

Representing Jimmy Choo creative director Sandra Choi's first athletic collection in her nearly 30 years at the helm, the drop is a departure from the brand's usual fare.

Malbon Golf, which positions itself as a label by golfers and for golfers, is a relatively young company founded in 2017 and falls outside of the luxury price point, making the collaboration even more of an outlier in the greater high-end space and among Ms. Choi's typical choices of established maisons for partnerships. One key factor clicks the two opposed companies together, a focus on appealing to the next generation of consumers.

### Introducing Jimmy Choo / Malbon

Joining forces for the first time, this sport inspired collection speaks to the evolution of the golf community, merging design expertise and heavy-swing mastery through shared values and universal appeal <https://t.co/wqk1MffMXx> [pic.twitter.com/EJUfatZbn](https://pic.twitter.com/EJUfatZbn)

Jimmy Choo (@jimmychoo) April 17, 2024

One of Malbon Golf's core tenets is a push to get younger generations involved with the sport through stylish athletic wear and by telling stories with its products that transcend the pursuit altogether, garnering a mainstream audience. As luxury looks to rebound from an ongoing financial slowdown ([see story](#)), following these trends could prove fruitful, a hope Jimmy Choo is seemingly holding on to with this first-of-its-kind release.

Taking the form of a footwear and accessories drop, leather sneakers, sandals, golf bags, denim club covers, bucket hats, caps, and towels, among various other items, fill out the collection. Men's and women's options are included in the selection, furthering the drop's appeal to all consumers interested in hitting the green.

Cleats and headwear sport both companies' logos, as well as Malbon's golf-ball-shaped mascot, named "Buckets," which appears on several products. Carryalls bear a monogram design and embossed stitching of brand names, ditching the quiet luxury trend.

A complete look at our Malbon /@JimmyChoo Collection.

Available Now on <https://t.co/Q9OFpqlH7d> [pic.twitter.com/sxK248xQov](https://pic.twitter.com/sxK248xQov)

Malbon Golf (@MalbonGolf) April 17, 2024

The collection is available now [online](#) and in select Jimmy Choo stores.

### On par

Golf is a growing sport, both in popularity and in the number of activations from luxury brands, a segment long affiliated with the global game.

With The Masters Tournament recently in the rear-view, marking one of the peaks of public interest in the PGA Tour season, the athletic pursuit is more relevant than ever. According to a [2023 report](#) from the American Golf Industry Coalition, U.S. participation in the sport has risen from 32 million annual players in 2016 to 41.1 million last year.



*The collaborative golf bags are dual-branded. Image credit: Jimmy Choo*

Growth is attributed to people wanting to enjoy outdoor spaces, as well as participants wanting to be part of the welcoming community surrounding golf. These experiential leanings overlap with the demands of the modern luxury consumer.

Considering this appeal, maisons from across the spectrum have activated with the sport, including new entrants like Lexus ([see story](#)), Tumi ([see story](#)), Brioni ([see story](#)) and, of course, Jimmy Choo, as well as established names in the area like Swiss

watchmakers Omega ([see story](#)) and Rolex.

---

© 2024 Reliance Relocation Services, Inc. All rights reserved.

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