

APPAREL AND ACCESSORIES

Fall campaign from Jimmy Choo rewinds to the 1990s

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American actress Winona Ryder stars in throwback-themed ads for Jimmy Choo. Image credit: Jimmy Choo/Ezra Petronio

By ZACH JAMES

British footwear label Jimmy Choo is showcasing legacy looks with the help of a storied Hollywood starlet.

American actress Winona Ryder stars in the maison's fall campaign, nodding to designs and advertising from the 1990s and early 2000s. The launch follows a trend of luxury leaning on nostalgia, with throwback codes and characters informing product promotion.

"[Ms. Ryder] currently has multigenerational appeal," said Sheri Koetting, founder, brand strategist and creative director at [MSLK](#), New York.

"Her fans from the 1990s now have children who watched her in 'Stranger Things,' which was popular with both young and older demographics."

Ms. Koetting is not affiliated with Jimmy Choo, but agreed to comment as an industry expert.

Cultural touchstones

Jimmy Choo's leading lady has a career that spans five decades, rising with the release of films such as *Beetlejuice* and *Heathers* in the 1980s.

Throughout the 1990s, starring roles in movies such as *Edward Scissorhands* and *Girl, Interrupted* followed. A recent resurgence in popularity is rooted in Ms. Ryder's recurring appearances in Netflix's "Stranger Things" series.

Now, with *Beetlejuice Beetlejuice* on the way ([see story](#)), she returns to luxury, fronting an initiative envisioned by Sandra Choi, creative director at Jimmy Choo.

Jimmy Choo presents its fall 2024 campaign

"Winona is iconic in her style and her acting," said Ms. Choi, in a statement.

"We were both in our early 1920s during the 1990s," she said. "Her films and her aesthetic are symbolic of the decade that shaped Jimmy Choo's early years as a brand."

"Winona's talent combined with her individuality and 90s legacy felt perfect to represent this collection."

A short film showcasing Ms. Ryder sporting seasonal footwear, handbags and other accessories from the fall selection was released this month, captured by Paris-based art directors Ezra Petronio and Lana Petrusevych.

Ms. Ryder appears in multiple marketing spots for the brands

Dubbed "Glamor Redefined," the latest set of designs from Jimmy Choo are described as "paradoxical" and meld heritage with modern touches, resulting in "twisted classics." Pieces aim to merge London's minimalist fashion sense with New York's maximalist aesthetic.

"This collection is about exploring a quintessentially British interpretation of a ladylike aesthetic," Ms. Choi said, in a statement.

"I was reminiscing on that moment in the 1990s when different worlds collided models, the YBAs and socialites it was also when Jimmy Choo was born," she said. "There was a distinct minimalism, a classicism, but always with an element of eccentricity.

"It made it fundamentally British and distinctly Jimmy Choo."



Several items within the seasonal selection take on biker chic stylings in a nod to 90s culture. Image credit: Jimmy Choo/Ezra Petronio

The fall collection is available now on Jimmy Choo's [website](#) and in stores.

A look back

The campaign marks Ms. Ryder's return to the luxury limelight following a multiyear absence.

Now, Jimmy Choo looks to blend past and present with her presence, tapping into multiple age demographics, ranging from baby boomers to Gen Z.



Throwback aesthetics are dominating the luxury landscape as of late. Image credit: Jimmy Choo/Ezra Petronio

To highlight Ms. Ryder's personality and career accomplishments, Jimmy Choo recorded an accompanying behind-the-scenes interview video, touching on her favorite roles and stylistic fashion preferences. In the short, she muses on her goth sensibilities and love for art from the past.

This ties into the collection's overarching goal of melding nostalgic house codes with modern sensibilities, a trend also taking over the high-end resale scene ([see story](#)). French footwear maker Roger Vivier also leaned into designs from the past, time-warping its fall drop back to 1960s sensibilities ([see story](#)).

According to experts and multiple recent high-end activations, looks from 20-plus years ago are dictating current consumer obsessions, a circular pattern in the prestige space.

"Nostalgic references always inform luxury," [MSLK's](#) Ms. Koetting said.

"What is old and exciting will eventually be reborn and new again," she said. "The 1990s are firmly back in style."