

INTERNET

Jimmy Choo pushes ecommerce in evening wear email guide

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By TRICIA CARR

Footwear label Jimmy Choo is showing consumers how to spruce up an outfit with items from its fall/winter 2012 collection in a digital shopping guide that was the subject of an email campaign.



The label is positioning night-appropriate shoes and small bags in the "Evening Masterclass" guide that includes links to purchase each item on its commerce-enabled site. Jimmy Choo used the digital shopping guide as the subject of an email campaign Aug. 17 that encouraged opens with a call-to-action headline.

"This campaign was a great personal touch and both engaging and approachable," said Wendi Caplan-Carroll, east area director at **Constant Contact**, New York. "Jimmy Choo offered good advice, and of course beautiful images of their products, which make all of us women swoon for a pair.

"Jimmy Choo likely chose an email campaign because of its ability to push information to its contacts," she said. "Coming into one's email inbox is a more intimate experience than sharing through other channels, allowing a brand to get even closer to consumers.

"The next step, of course, would be inviting them to engage deeper via social media since

email lights the fire, but social media fuels the fire and encourages the flames to be spread.”

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

Jimmy Choo did not respond before press deadline.

Course in eveningwear

The **Evening Masterclass** guide is split into seven sections. Each section represents a trend or type of item.

First, the Evening Edit section presents heels and small bags that could potentially be worn together during a night out. Below each shoe is its matching clutch.

Users can click on any item as they browse the guide to add it to their shopping bag and purchase.

Four sections of the guide represent trends that are in the fall/winter 2012 collection: Glitter, Cayla, Bow Tie Affair and Bejeweled.

The Cayla section shows the label’s signature handbag in 17 styles and materials while the Bow Tie Affair section curates night-appropriate shoes that feature bows.



Bow Tie Affair section

The last two sections present the top 10 evening shoes and bags.



Top 10 Evening Shoes section

The digital campaign began Aug. 17 when the label sent a dedicated email. It directed consumers to the landing page of the Evening Masterclass guide that shows imagery from the fall/winter 2012 campaign and lists the seven sections of the guide.



Evening Masterclass email

The email had a call to action in its subject line to encourage opens and clicks. It said, "Learn the art of evening dressing."

Jimmy Choo is also raising awareness for the guide on [Facebook](#), [Twitter](#) and its Web site.

Decision time

Luxury marketers that curate their own items in an occasion-specific shopping guide can help affluent consumers see the brand as a fashion authority as long as the themes are relatable to a brand's audience.

These guides can also influence purchases when consumers see the items in a collection in-use.

Many high-end retailers have spread guides via email that show their consumers what to buy and why.

For instance, London-based retailer Harrods' email strategy has been in full force this summer in offering consumers the precise products they need for international and British occasions.

In May, Harrods created a summer fashion and beauty digital campaign called The Season that was a guide to dressing for festivals, balls, races and parties. It was also the subject of an email campaign ([see story](#)).

In addition, department store chain Nordstrom partnered with Condé Nast's GQ to promote a selection of men's items curated by the magazine's editors while encouraging ecommerce transactions via email and in the publication.

The retailer sent an email June 19 that showed a man in five different looks and linked to the "GQ Selects" shopping section of Nordstrom.com ([see story](#)).

Jimmy Choo's evening wear guide could have triggered purchases from affluent and aspirational consumers since they could justify a purchase for a special night out. Its email list is likely made up of existing consumers and fans of the brand.

Furthermore, email is one of the best ways to offer a shopping guide since it will reach out to a brand's past consumers that are probably considering when and what to purchase next.

"Email is a great place to reach both customers as well as retail buyers," Ms. Carroll said. "Assuming its email list is comprised of both, this was a great strategy to deliver a high-quality, professional marketing piece with images, directing people directly to its Web site.

"The email was both beautiful and very well-branded," she said. "To improve it, I would recommend including clearer calls to action and more explicitly encouraging receivers to socially share and to have a conversation on its social media channels."

Final Take

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