

INTERNET

Jimmy Choo pushes spring/summer 2013 via lifestyle-focused video

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By ERIN SHEA

Footwear label Jimmy Choo is pushing its latest collection via a fast-paced social video that shows off the products through a couple's glamorous lifestyle.

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Luxury Daily

The short video highlights the new collection by showing shoes and accessories worn by a couple as they engage in various activities in a city. The video is being promoted through email, the label's social media accounts and its Web site.

"This video is a nontraditional strategy of introducing Jimmy Choo's upcoming product line as it provides an enticing way to appeal and engage with their target market," said Dalia Strum, president of Dalia Inc., New York.

"This dynamic approach provides viewers with a real-feel opportunity of connecting with these styled looks and the potential of aspiring for these featured luxury items in their future looks," she said.

"The value of this video is more than going viral, but actually being consumed by viewers as soon as they are released to purchase if not earlier."

Jimmy Choo did not respond before press deadline.

Luxurious lifestyle

In the 50-second video, the new spring/summer line is shown on a couple who are frolicking around a city.

The video is full of short clips and multiple cuts to the various products that the couple is wearing as upbeat music plays.

The scene starts at the beginning of the day. The woman is riding in a car and the man is walking down the street.

Then, they are shown together wearing shoes and accessories from the collection. The video cuts to the model's feet a few times to show off the new spring/summer shoes.



Spring summer 2013 video

Next, the sun begins to set and it turns to night as the models are dressed for evening festivities and the woman seems ready for a masquerade. Again, close-ups clips of accessories and shoes are shown.

The video ends with a close up of the female model.

Spring summer 2013 collection

The label also promoted the collection and the video through an email blast out to its consumers in addition to posts on its Facebook page and Twitter account.

The email displayed an image of the female model with a bag from the new collection,

while under the image were options to shop the digital brochure, go behind the scenes with the video or view the collection on the label's Web site.



Jimmy Choo email

Jimmy Choo could help consumers visualize the products in their own lives by showing the products in an upscale, lifestyle-themed way.

"By utilizing visual storytelling, this strategy evokes their consumer's emotions to connect with the lifestyle that accompanies these luxury items," Dalia Inc.'s Ms. Strum said.

"[Jimmy Choo's] luxury items demand a narrative and require an opportunity for consumers to envision their products in their daily lives," she said.

Screen stars

Many other luxury marketers have released social videos to show off their spring/summer lines.

For instance, British fashion house Burberry flaunted its spring/summer 2013 line in a video that featured Posh Spice's son Romeo Beckham, the new face for the brand.

The entire spring/summer 2013 line is displayed in a commercial-like video that runs 78 seconds in length. The video was released Jan. 3 on the brand's Facebook, YouTube and Twitter accounts ([see story](#)).

Also, Italian fashion house Giorgio Armani boasted its Emporio Armani spring/summer 2013 collection through a warm-weather themed narrative video.

The Emporio Armani collection is brought to life on models in a love story that takes place around beautiful scenery. The video debuted on Armani's YouTube channel Jan. 4 and is promoted through its Facebook page, Twitter account and Web site ([see story](#)).

Many of the spring/summer collection videos are short and straight to the point of showing off the products.

However, luxury brands should consider the video medium before making the jump.

"There is a difference between a video that anyone can watch and an advertisement in a high-end publication," said Al Ries, chairman and co-founder of [Ries & Ries](#), Roswell, Ga.

"When a luxury brand runs advertisements in a high-end publication, the publication itself becomes an endorsement for the brand," he said. "There is no third-party endorsement for a video."

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: http://www.youtube.com/embed/-RL6_lg2-FU

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