

INTERNET

## Jimmy Choo ups brand desirability with Hollywood Reporter content partnership

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By TRICIA CARR

Jimmy Choo is positioning its products as must-haves for France's Cannes Film Festival through a video content partnership with The Hollywood Reporter.

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**Luxury Daily**

The footwear label and media brand are partnering to present the "Cannes Confidential" video series that features The Hollywood Reporter's style editors giving advice on what to wear to the event May 15-26. Shoes from Jimmy Choo and other items from luxury brands are recommended in the series, which gives the footwear marketer leverage in its category.

"Media partnerships can be beneficial to a wide range of product categories in the luxury space, including footwear," said Elizabeth DeMaso, managing director of [Clutch Collective](#), New York.

"Associating with an authoritative publication lends credibility to the brand and attracts new customers," she said. "It allows the brand to borrow equity from not only the magazine, but the celebrities featured in it as well."

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

expert.

**Jimmy Choo** was not available for comment before press deadline.

Video star

The Hollywood Reporter is delivering content directly from Cannes, France, with its new five-part Web series that shows consumers the celebrities and fashion seen during the film festival.

Cannes Confidential began May 10 on The Hollywood Reporter's Web site, its YouTube channel and other social media platforms and the THR Festivals application for iPad and iPhone. Jimmy Choo is also sharing the content via its social media channels.

The first video – and the only one released as of press deadline – is titled, “The Hollywood Reporter and Jimmy Choo Present What to Pack for the Festival.”

The clip is hosted by the media outlets' style editor Carol McColgin, who shows consumers women's and men's looks to wear for day and night.

For a daytime look, Ms. McColgin recommends a patterned Dolce & Gabbana dress with flat, gold sandals by Jimmy Choo. She says “look for something that's flat and strappy like this metallic Jimmy Choo sandal – your feet are going to thank you.”



*Video still*

Later on as Ms. McColgin concludes the video, a table with Jimmy Choo shoes and accessories is shown.



## *Video still*

Future videos in the Cannes Confidential series will provide consumers with insider access to designers and stylists, examine red-carpet fashion moments, discuss the event's impact on global trends and give a glimpse of the Hotel Martinez where many attendees stay.

Embedded Video: <http://www.youtube.com/embed/4EQLreUwlqY>

## *First Cannes Confidential video*

Roll out the red carpet

Jimmy Choo is no stranger to the red carpet.

Celebrities are often photographed wearing the brand's footwear at awards shows and other events, and Jimmy Choo frequently incorporates Hollywood glamour into its seasonal campaigns.

Earlier this month, the brand sent an email to its list titled, "Step out in black tie style." It contained an image of a man and woman on the red carpet with numerous links to purchase "iconic evening styles."

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## *Email*

In addition to the video partnership, Jimmy Choo is getting exposure among The Hollywood Reporter's digital audience with ads on the "What to Pack for Cannes in the Day and on the Carpet" story, a sister slideshow to the print story explained in the first Cannes Confidential video.



### Digital ads

The label seems to embrace celebrity culture in its marketing strategy to specifically target affluent consumers who live that lifestyle.

The new content sponsorship with The Hollywood Reporter provides Jimmy Choo with an authentic message from style experts to deliver to this target group, in addition to marketing activities directly from the brand.

"As a brand that is synonymous with luxury and glamour, Jimmy Choo's partnership with The Hollywood Reporter and Cannes Film Festival is supportive of its brand positioning," Ms. DeMaso said.

"The alignment reinforces a sense of exclusivity and fashion sophistication," she said. "It offers an insider's point of view on what's happening at one of the film industry's most celebrated international events.

"Jimmy Choo is portrayed as a must-have brand among the Hollywood elite."

Final Take

*Tricia Carr, associate reporter on Luxury Daily, New York*

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