

INTERNET

Jimmy Choo merges Web site renovation with Pinterest trend

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By JEN KING

Footwear label Jimmy Choo revamped its digital presence with a redesigned Web site that features exclusive video, editorials and news-based content to engage consumers on a level that goes beyond ecommerce.

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Luxury Daily

The brand announced “Choo World” to its enthusiasts on its social media accounts Nov. 21, and with an email blast that targeted a more precise audience. Jimmy Choo’s incorporation of content will help the brand build deeper ties with core consumers who are already familiar with what products the brand offers.

“Like many top brands, Jimmy Choo sells exclusivity,” said Jeff Hasen, Seattle-based chief marketing officer of [Mobivity](#).

“Not everyone has the means or the interest, but for those who do, there often is an individual fashion statement to be made,” he said.

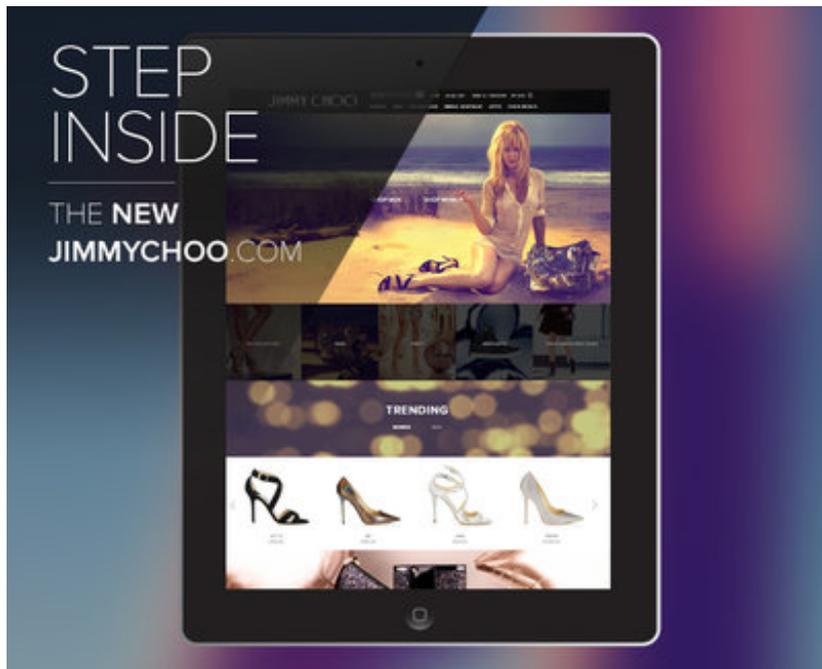
Mr. Hasen is not affiliated with Jimmy Choo, but agreed to comment as an industry expert.

[Jimmy Choo](#) was unable to comment by press deadline.

Step into Jimmy Choo

The imagery that accompanied Jimmy Choo's new Web site announcement asked consumers to "step inside," a playful take on the brand's most well-known product range.

In the email enthusiasts received, the images are served on an iPad, another clever take on how consumers will be engaging with the brand.



Jimmy Choo email image

Below the image of the mobile-optimized site are additional details such as a wishlist, enhanced search and the source of all things Jimmy Choo, Choo World. A click-through on any of the images or prompts lands the consumer on Jimmy Choo's homepage.

When launched, the first image the consumer sees is the label's ongoing cruise 2014 campaign featuring recurring brand ambassador Nicole Kidman with prompts to shop men's or women's. The prompts above break down into broader categories such as collections, bridal boutique and gifts in addition to a search bar.



Jimmy Choo homepage

Selecting "Shop Women" lands on a page where additional categories such as handbags and accessories are displayed to the left with a large new arrivals image in the center of the page. Scrolling down reveals additional categories from the cruise 2014 collection, as

well as Choo: 24/7, a selection of everyday Jimmy Choo shoes.

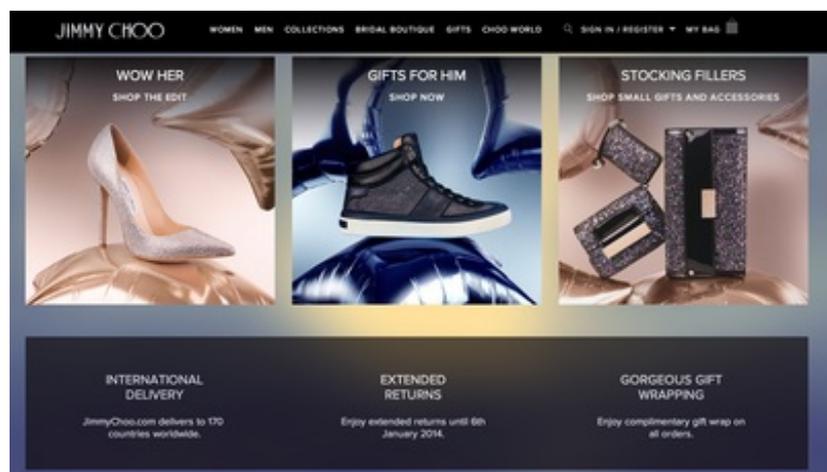
Items of interest from Jimmy Choo's latest collection are accompanied by a detailed product description, various images that show texture, structure and on a model, additional recommendations and mention of the campaign with Ms. Kidman.



Product details

The homepage maintains the Pinterest-like style with smaller images featuring the brand's handbags, party shoes, men's gifts and a boot guide that allows consumers to narrow down their choices using a side search bar. Further down on the Web site are current trending items.

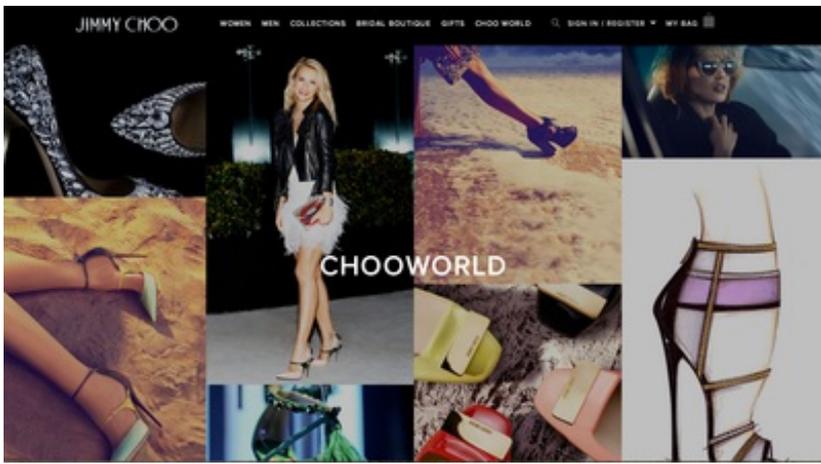
For the holiday season, Jimmy Choo's updated Web site features a comprehensive gift guide for her, him and ideal stocking stuffers. To entice consumers to shop Jimmy Choo for the holidays, the brand notes its international shipping to 170 countries, extended returns to Jan. 6 and complimentary gift wrapping.



Gift guide

At the bottom of the page is Jimmy Choo's editorial element, Choo World which includes "The Edit" where fans can explore the brand's inspiration, view celebrity wish lists and read blog posts from creative director Sandra Choi.

In addition, Choo World features "Stylemakers" where fans can view fan-submitted branded looks from around the world or upload their own, "Spotting" which lists celebrities wearing Jimmy Choo, a "News" section and a timeline of brand's history.



Choo World

Pinned

Modeling a Web site off of Pinterest has become a popular trend.

For example, Italian fashion label Giorgio Armani is seeking to pull consumers to its ecommerce options with a new Web site that emphasizes simplicity.

The Pinterest-inspired redesign allows consumers to easily navigate the world of Armani through enhanced search functions and cleaner categories. By making the Web site more functional, Armani is likely to see a boost in ecommerce ([see story](#)).

As a stand-alone platform Pinterest itself has immense benefits across market sectors.

For instance, Four Seasons Hotels and Resorts is showing further social media plasticity with its early embrace of Pinterest's new "Place Pins" option that allows users to map out previous, planned or fantasized excursions.

The latest feature lets fans document locations by quickly jotting addresses or phone numbers correlating to a geographical spot that will then pop up on their map. Currently, the hotel chain allows followers to view four location-studded maps on the subjects of Gastronomic Travel, Concierge Recommends: Europe Uncovered, Extraordinary Honeymoons and Around the World by Private Jet ([see story](#)).

Using Pinterest as an inspiration for a Web site correlates to the platform's ability to showcase cohesive style through imagery.

"The use of Pinterest makes sense because it enables customers to show off their style and to display what the brand means to them," Mr. Hasen said.

"Given the amount of pictures taken by mobile devices, not to mention the improved results that come from many megapixels, customers are seconds away from expressing themselves and engaging with the brand," he said.

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/PxuZgLqSMc4](https://www.youtube.com/embed/PxuZgLqSMc4)

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