

INTERNET

Jimmy Choo gets a jump on wedding season with bridal email blast

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By SARAH JONES

Accessories label Jimmy Choo is targeting soon-to-be brides in the early planning stages with an email blast to newsletter subscribers that focuses on its new shoe and handbag offerings that are wedding-appropriate.

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Luxury Daily

The email itself relies on product pictures to generate click-throughs and the landing page sends consumers directly to the product page to browse. By focusing on ecommerce rather than exploration, Jimmy Choo might shorten the path to purchase and get brides to commit to a shoe early in wedding season.

"Jimmy Choo is trying to get loyalists to its Web site to get a jump on June wedding choices," said David Schwartz, CEO of [SOS eMarketing](#), Los Angeles.

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

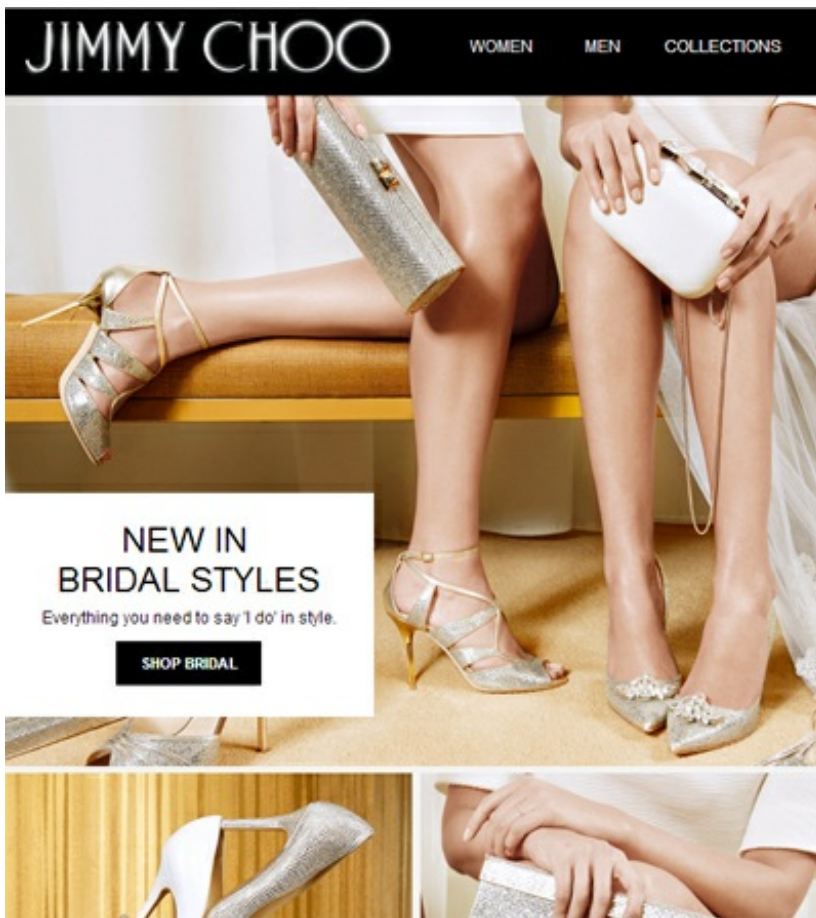
[Jimmy Choo](#) was unable to comment directly before press deadline.

Tying the knot

The subject line of Jimmy Choo's email was "Just in: New bridal styles, plus shoes for the

groom.”

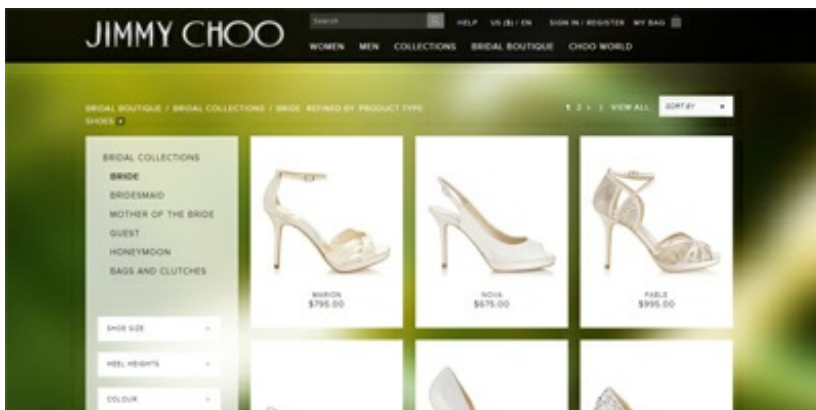
Above the fold in the email is the image of two women from the knee down, wearing white shoes and carrying metallic clutches.



Email from Jimmy Choo

Laid over the photo is a call-to-action that tells the consumer about the new accessories available, to say “I do’ in style.” Below the copy is a “shop bridal” button.

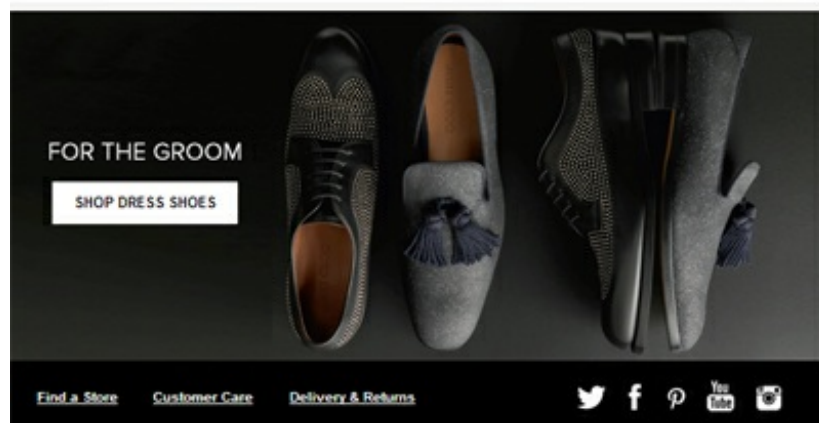
The click-through sends consumers directly to the product page for all of the bridal collection. Consumers can browse by the categories bride, bridesmaid, mother of the bride, guest, honeymoon and bags and clutches.



Jimmy Choo ecommerce site

As the consumer scrolls down the email, there are options to shop for just shoes or just bags.

Further down, Jimmy Choo highlights three of its new styles, Gilbert, Linda and Isabel, with direct links to shop just the one model.



Email from Jimmy Choo

At the bottom of the email is an image of a collection of men's dress shoes with a link to shop the line.

On Jimmy Choo's Web site, the bridal boutique is featured on the homepage and in the top navigation pane. The page for the boutique differs from the landing page from the email, with more content in addition to product categories.

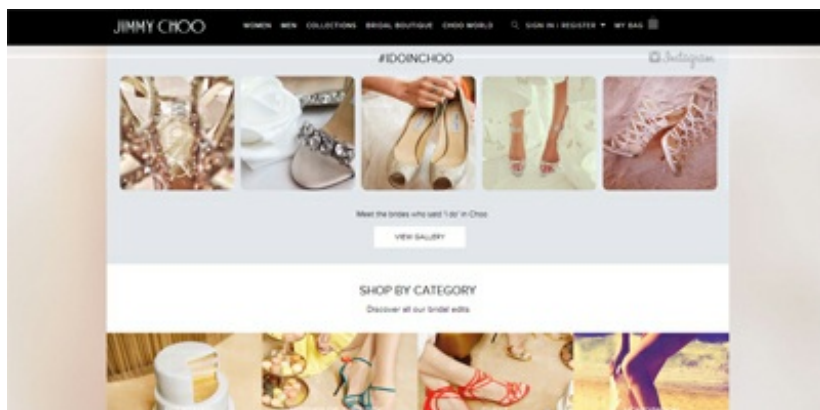


Jimmy Choo bridal boutique

At the top of the page is the same photo of a pair of brides, with a link to the new bridal collection. Next to that is an image of a lacey stiletto sandal sitting next to a piece of cake, with the words "shop bride." In the same section is a link to shop bags, with a photo of two arms holding clutch bags.

Below that, consumers can view Instagram photos from brides that wore Jimmy Choo for

their weddings, that they posted with the hashtag #IDoInChoo.



Jimmy Choo bridal boutique

There are also links to shop the collection by category.

At the bottom of the bridal boutique page is a video showing models putting on white Jimmy Choo shoes. In the middle of the video is a cake topped with Jimmy Choo shoes.

In season

This email reflects the new photo heavy Jimmy Choo Web site.

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.

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 helps the brand build deeper ties with core consumers who are already familiar with what products the brand offers ([see story](#)).

Jewelers have been advertising engagement rings, but it is still early for a fashion brand to be promoting wedding attire.

For example, French jewelry maison Cartier targeted affluent consumers planning to pop the question with an advertisement for its Trinity Ruban engagement rings on The New York Times’ mobile-optimized Web site.

Cartier placed two ads, a banner and larger side effort, to stand out among the Style section’s New York Fashion Week content. While many consumers are completely focused on the happenings of Fashion Week, Cartier may benefit from looking slightly ahead on the social calendar with a Valentine’s Day promotion ([see story](#)).

"The email is preaching to the choir," Mr. Schwartz said. "Click-throughs will be high but quality click-throughs will be higher.

"Loyalists are ready to buy," he said. "It's about timing. The real question is about how Choo segments its list."

Final Take

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