

IN-STORE

Jimmy Choo brings back bespoke cobbling with traveling service

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Jimmy Choo's Lance sandal can be customized

By SARAH JONES

British footwear label Jimmy Choo is giving customers the opportunity to make the shoe of their dreams with a new customization section in-store.

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Luxury Daily

First launched at the brand's newly re-opened Beverly Hills store, the made-to-order service is travelling to other boutiques, currently London and Paris, as a trunk show. Giving consumers the opportunity to create their own shoes provides an opportunity for Jimmy Choo to build relationships.

"Jimmy Choo's strategy behind creating this made-to-measure addition is focusing on the 'fairytale' behind glamorous shoes, where women should be able to have custom, personal experiences with one of their most desired accessories," said Dalia Strum, professor at the [Fashion Institute of Technology](#) and founder of [Dalia Inc.](#), New York.

"This made-to-order strategy is a strong marketing approach, which creates a sense of exclusivity among fashion tastemakers," she said.

"The customization and attention to detail gives a nod to modern craftsmanship with strong aesthetics to provide additional value to their target market."

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

Jimmy Choo did not respond by press deadline.

Bespoke pumps

Jimmy Choo Made-to-Order is a permanent fixture in its Rodeo Drive store. This service is part of the label's new retail concept designed by creative director Sandra Choi along with David Collins Studio.



Interior of Jimmy Choo's Beverly Hills store

Consumers can select between four styles of iconic shoes from the brand, a pointy toe pump called Anouk, a strappy sandal named Lance, a slingback kitten heel christened Tite and high heel sandal called Xenia.

Once a silhouette is selected, consumers can pick out their own heel height and select from a bevy of material and color options. They can also get their initials stamped on the bottom of their shoes in gold to further the personalization.



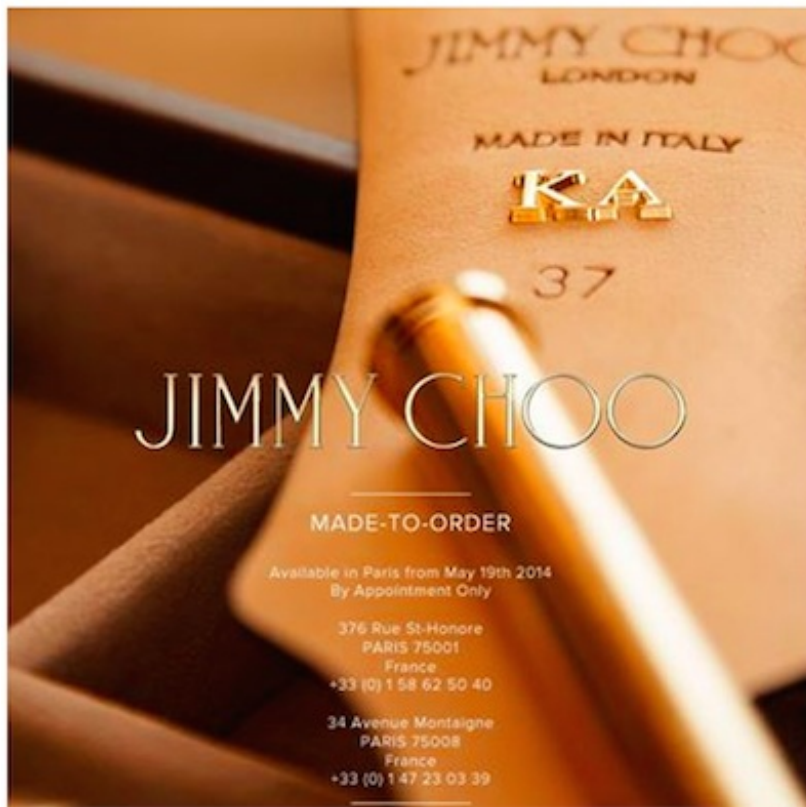
Jimmy Choo's Anouk

Prices for the made-to-measure selection start at \$750 for the Anouk in suede, according to [Women's Wear Daily](#).

The customization is available in Paris and London by appointment only. Jimmy Choo used its Facebook page to draw interest and get consumers to lock down their time slot to make their shoes.

We are pleased to announce that our exclusive Made-to-Order service will be available in Paris by appointment only from the 19th of May.

Contact our Saint Honore boutique at +33 (0) 1 58 62 50 40 or Avenue Montaigne boutique at +33 (0) 1 47 23 03 39 to book your appointment.



Facebook post from Jimmy Choo

In London, only the brand's Sloane Street location has the service, while Paris has two boutiques offering made to measure: Rue St. Honoré and Avenue Montaigne.

One of a kind

There is a growing interest in unique, personalized fashion, and solutions are appearing.

Ecommerce Web site Tinker Tailor is connecting luxury fashion labels with consumers through its customization platform.

Tinker Tailor claims to be the first of its kind to offer personalization for more than 80 high-end brands. For brands wanting to offer customization but lacking a platform for it, Tinker Tailor offers a solution ([see story](#)).

The more options a consumer has, the more special she feels, since it further decreases the likelihood of someone else having her item.

French handbag label Longchamp is commemorating the twentieth anniversary of its iconic Le Pliage handbag by opening up its bag customization options.

Consumers can pick out the color for each of the parts of the bag and add their initials in a number of different finishes. Giving consumers the opportunity to make a one-of-a-kind bag can instill loyalty ([see story](#)).

This service will likely have an impact on the brand's presence on social media.

"Most recently, we've seen an influx of fashion tastemakers highlighting their wardrobe and the 'details' on social platforms including Instagram and Pinterest which has created residual value for the featured brands," Ms. Strum said.

"Jimmy Choo is focused on making sure they partake in the current customization trend in order for their consumers to incorporate them in their visual expression," she said.

"By incorporating this service, it highlights that the brand is innovating and incorporating their clientele's interests as well as providing a limited service exclusive to specific London and Paris locations which essentially turns them into 'must see' destination spots."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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