

# Jimmy Choo

There's no mistaking a pair of Jimmy Choos. Their philosophy is to create exclusive shoes and accessories that are both luxurious and practical for all occasions.

The understated distinctiveness of the brand, and its integrity, is controlled by limited distribution to only a few select retailers

Jimmy Choo was launched in 1996. As accessories editor at Vogue UK, Tamara Mellon sensed a real demand for stylish but wearable shoes and approached the couture shoe-maker based in the East End of London.

Tamara teamed up with Jimmy to start the ready-to-wear company and sourced factories in Italy to produce the shoes on a larger scale. Consequently, plans were made to open the first Jimmy Choo boutique and to develop the wholesale business throughout the fashion capitals of the world.

Last year marked the 11th anniversary of the company and Jimmy Choo now enjoys the visibility of a major luxury brand with over 80 branded stores in many of the world's top locations.

As Tamara Mellon says: "It doesn't matter what you are wearing. If

you have good shoes and a good bag, you'll look right."

The new collection for Autumn Winter draws on rich 1970s glamour and showcases an irresistible array of boots, decorative heels and slouchy bags and clutches.

The colour palette features bright Crayola shades, glossy python and soft patent leathers in striking colours. Stars are a key motif this autumn and embellish slouchy black or vibrant red knee-high and ankle boots, flats and pumps. Studio 54 reigns over the Catwalk collection with Perspex heels studded with gemstones or painted with psychedelic Aztec patterns.

The statement bag of the season is the new Lohla-Jayne bag and the eye-catching Saba returns in novelty materials. Making its debut this season is the Ella bag in the softest leather embellished with striking watchstrap hardware. Fit for the red carpet, evening bags are jewelled, ornate and Deco in feel. The Char clutch in soft eel or satin is the epitome of glamour embellished with a pave starfish, glass butterfly or gemstones.

Jimmy Choo

Diane

Price £695



Jimmy Choo

Cecile

Price £1395

Jimmy Choo  
Biker boot  
Price £595



Jimmy Choo  
Glint  
Price £550



Jimmy Choo  
Helena  
Price £575



Jimmy Choo  
Clue  
Price £395







Jimmy Choo  
Lohla  
**Price** £950



Jimmy Choo  
Gaze  
**Price** £435



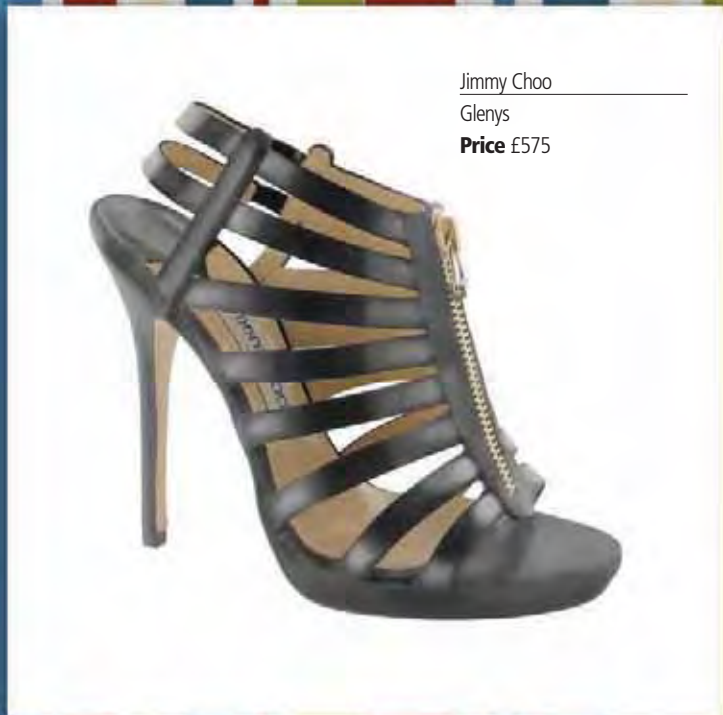
Jimmy Choo  
Glenys  
**Price** £850



Jimmy Choo  
Ginger  
**Price** £485



Jimmy Choo  
Gloss  
**Price** £475



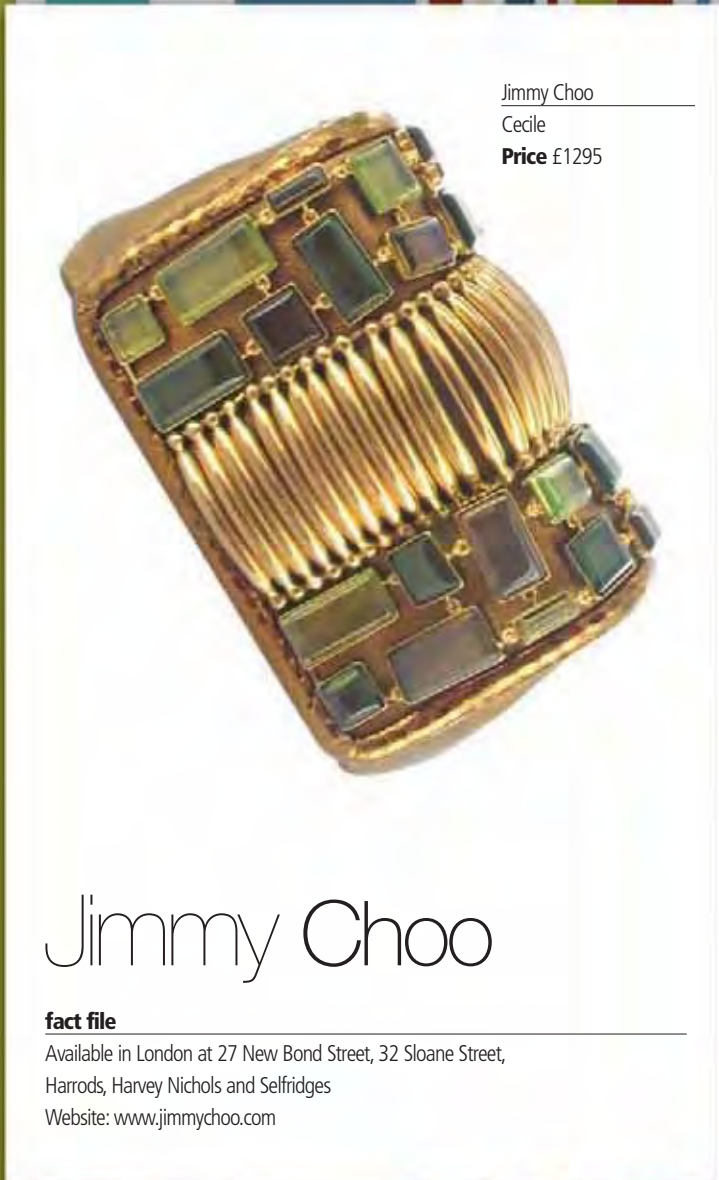
Jimmy Choo  
Glenys  
**Price** £575



Jimmy Choo  
Marla L  
**Price** £950



Jimmy Choo  
Eva  
**Price** £550



Jimmy Choo  
Cecile  
**Price** £1295



Jimmy Choo  
Glee  
**Price** £550

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**fact file**

Available in London at 27 New Bond Street, 32 Sloane Street,  
Harrods, Harvey Nichols and Selfridges  
Website: [www.jimmychoo.com](http://www.jimmychoo.com)