

JIMMY CHOO

PUBLIC RELATIONS AND GLOBAL SAMPLE PORTFOLIO



JIMMY CHOO

MY EXPERIENCE

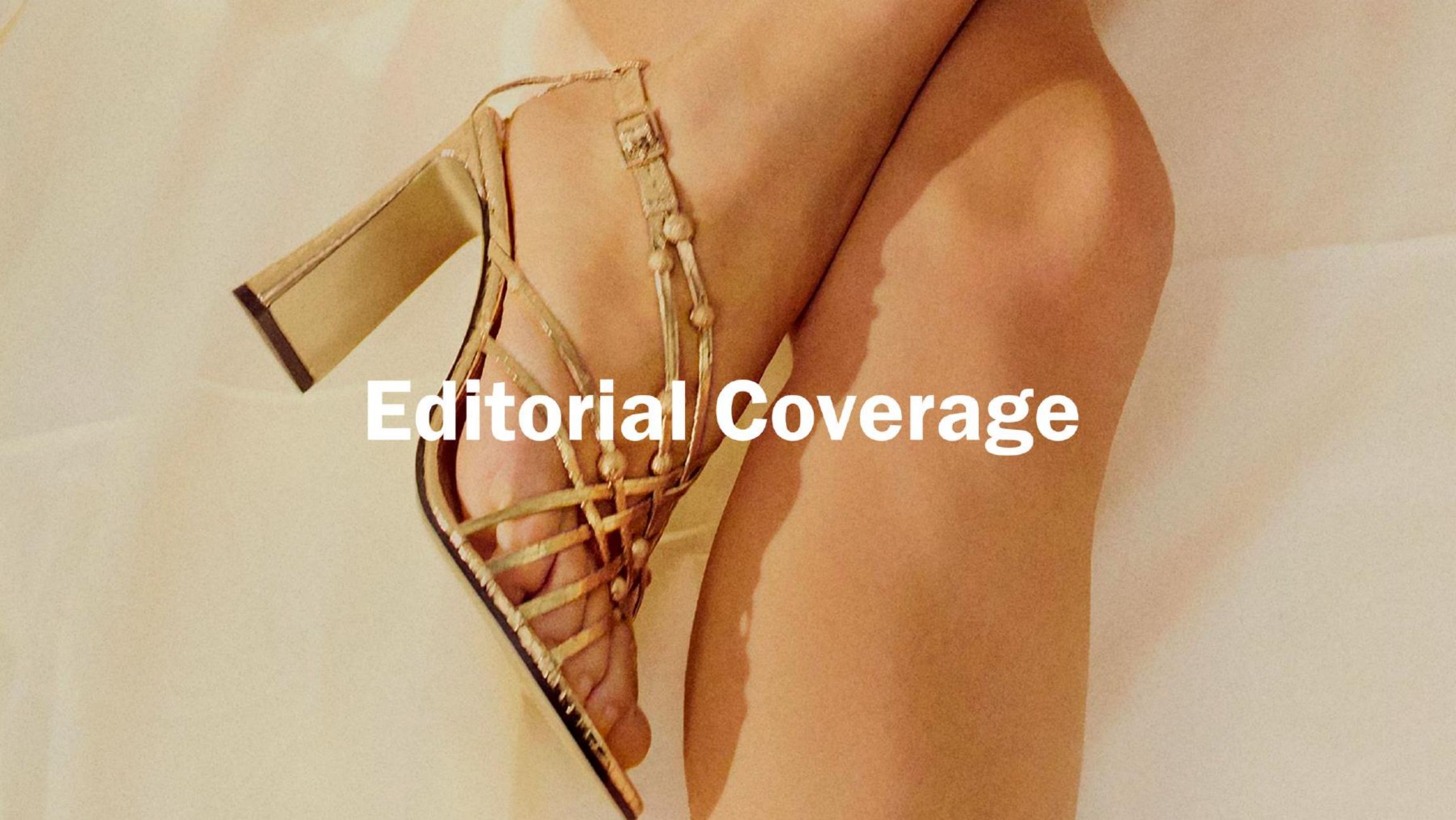
#InMyChoo

✨ A few exciting moments as part of the [Jimmy Choo](#) London Press Team ✨

It's always incredibly rewarding to see the editorial work we support come to life. From cover stories to standout features, I've had the pleasure of working closely with some amazing stylists and publications, assisting with global samples and placements that reflect the vision and elegance of Jimmy Choo.

Here are a few covers I've been proud to support





Editorial Coverage

The Archive: 1997-2001



DI VOCE

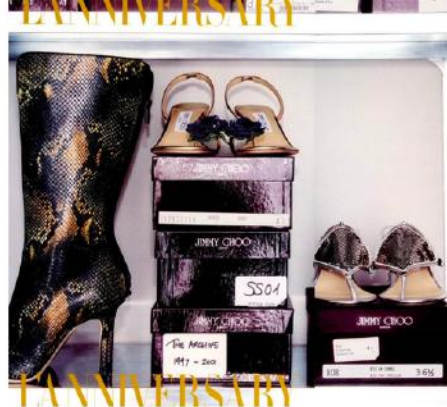
Jimmy Choo šlo o dva týdny, kdy se začal objevovat jeho kolekce. Až do roku 1997-2001 se chodilo na černošské tanečníky, kteří si koupili pár sandálů a ležali v materiálu. Jednotlivci ale šli. Díky tomu se začal objevovat Jimmy Choo a jeho designy. Choo se v té době dostal do světa, v němž se nachází v současnosti.



nejstylovější
oslava
tricátin



Bazar di moda
Tato kolekce, která se
objevila v roce 1997-2001,
je velmi zajímavá.



7 IKONER
FRA
JIMMY CHOO
Tato kolekce, která se objevila v roce 1997-2001, je velmi zajímavá. Choo se v té době dostal do světa, v němž se nachází v současnosti.



Tato kolekce, která se objevila v roce 1997-2001, je velmi zajímavá. Choo se v té době dostal do světa, v němž se nachází v současnosti.

BACK to the beginning

Jimmy Choo začínal své obchody
s designem svých vlastních sandálů.

Na začátku své kariéry si Jimmy Choo v Londýně otevřel obchod s obuví. Jeho první kolekce byla velmi jednoduchá a byla zaměřena na ženy, které chtěly mít krásné a pohodlné boty. Choo se rychle stal známým a jeho boty byly velmi oblíbené. V současnosti je Jimmy Choo jedním z nejznámějších designérů obuvi na světě.

BAZAAR

why don't you...



Semiškové sandálky s aplikací
z peří, Jimmy Choo



Le SCARPE ci
CONOSCONO
BENE

Je libo křídla? Motiv peříček a okřídlených noubou je v antickém umění a literatuře důležitým symbolem, který představuje rychlost, lehkost a svobodu pohybu, poselství a propojování různých světů. Nestálo by za to, připenit si teď peříčka ke svým nohám a rychle se přenést do vysněných světů?



Throwing shapes: a figure-skimming Fendi dress delivers form, function and then some.

*Cotton dress, FENDI
Tights and shoes, as before
For stockists, all pages,
see Vogue Information.
Hair: ALI PIRZADEH
Make-up: CELIA
BURTON. Movement
director: BENJAMIN
JONSSON. Set design:
SAMUEL OVERS
Production: CEBE
STUDIO. Digital artwork:
THE HAND OF GOD*



*Crêpe
GUC
leather shoe
CHOO. Tigh*



Who doesn't love a matchy-matchy moment? Just be sure to elevate with Prada's mirrored set.

*Prada's 1999 mirror coat
and skirt, WEST
ARCHIVE. Rollneck, £16,
MANGO. Socks, £27,
SWEDISH STOCKINGS
Leather shoes, £795,
JIMMY CHOO*

EDITORIAL COVERAGE

UK



day Times Style



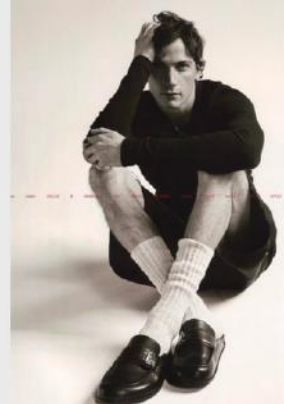
EDITORIAL COVERAGE

UK

Issue: 1 Guy Remmers is backing himself - and it's working
Issue: 1 Guy Remmers is backing himself - and it's working
Issue: 1 Guy Remmers is backing himself - and it's working
Issue: 1 Guy Remmers Imagine Magazine



Guy wears LOEWE top. JIMMY CHOO



EDITORIAL COVERAGE

UK

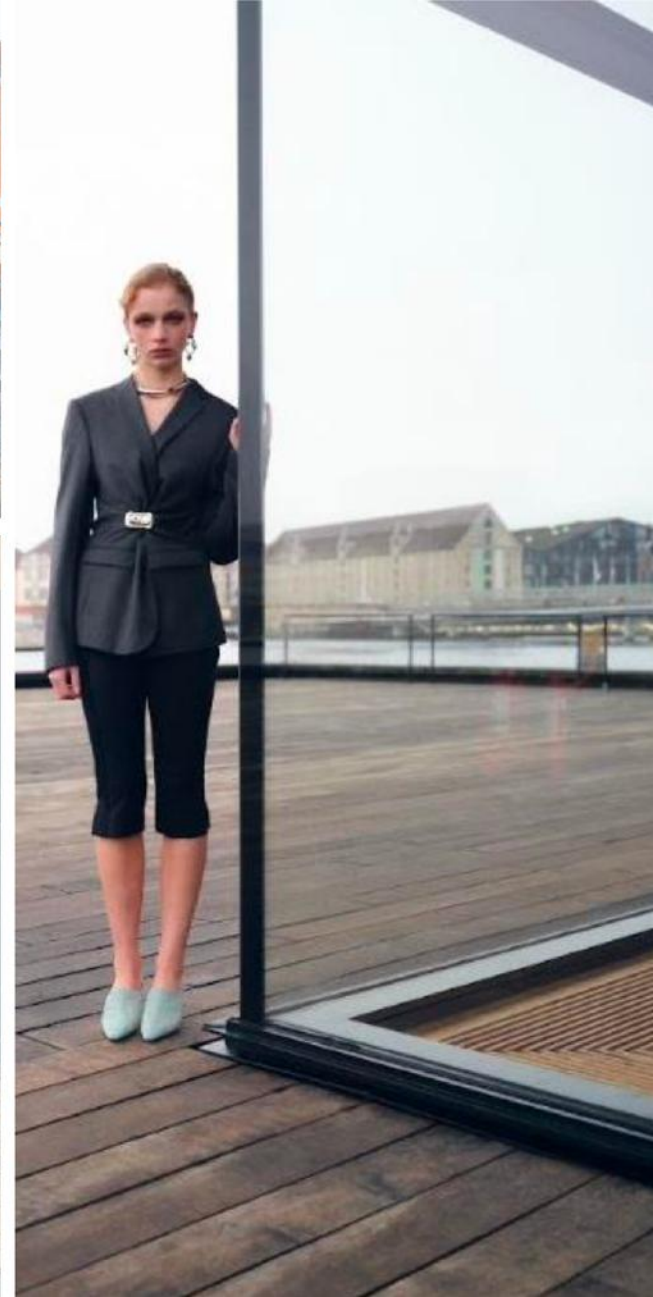


AMI jacket FALKE tights JIMMY CHOO shoes SWAROVSKI ring



EDITORIAL COVERAGE

UK



EDITORIAL COVERAGE

UK



EDITORIAL COVERAGE

UK



Using MANASI 7, Hair L.A. Manicurist HANAE YARIS, Production KIT raphy assistant JULES JRCH, Styling assistant assistants ADAM WELLS, YDIAZ, Retoucher ALY TISAAC, Model LANDO MANAGEMENT

using MANASI 7, Hair L.A. Manicurist HANAE YARIS, Production KIT raphy assistant JULES JRCH, Styling assistant assistants ADAM WELLS, YDIAZ, Retoucher ALY TISAAC, Model LANDO MANAGEMENT



Left: Fitted top E945/HKD10.5 in silk charms both CHLOE, £1.



This page Linen shirt, £990, skirt-trousers, £1,530, sunglasses, £365, and belt, £530, Bottega Veneta. Shoes, £750, Jimmy Choo. Earrings, £265, Fidan Novruzova x Moya. Opposite Body, £1,085, woven leather coat, £14,955, and skirt, £5,455, Ferragamo. Shoes, £825, Loewe

Hair Hiroshi Matsushita. Make-up Anna Payno at C/O Artists. Nails Saffron Goddard. Set design Olivia Elias. Movement director Liam John at Dust Bunnies. Local production NorthSix

UK



Coat with fur collar,
silver skirt with eyelets,
purple knitted tights all
by PRADA, Guss 98 heels
by JIMMY CHOO

Opposite: Black & Movement lights, shorts & black 5" Gores shorts & black Glycerol mid/WP making boot all by ON, red & white striped bra & briefs both by DURA! LANTANK, white lace-tights by CALZEDONIA, yellow gird & jacket by Pierre De Cartier earrings by CARTIER & handbag & baggies by HUGO BOSS

EDITORIAL COVERAGE

UK



El



Cotton trench coat, about
£3,350; leather belt,
about £540; belt
GIVENCHY BY SARAH
BURTON; Leather boots,
£1,195, JIMMY CHOO

CATHY KASTERINE

EDITORIAL COVERAGE

UK



Dapper Dan,
designer

all clothing
Dolce & Gabbana
Alta Sartoria
shoes
Jimmy Choo
hat
Nick Fouquet
sunglasses
Tom Ford



**JIMMY CHOO:
SHOES WITH SOUL**

Signature sexy pieces reissued
from the Jimmy Choo back catalogue

EDITORIAL COVERAGE

UK

BUSINESS

AND PLEASURE

GIVE CLASSIC TRENCH COATS AND SMART BLAZERS THE CHANCE TO LET LOOSE THIS SPRING, BY LEANING INTO EASY LAYERING AND TACTILE DELIGHTS. PILE ON THE SILKS, EMBRACE SHARP SILHOUETTES AND PUT ON A SCULPTURAL SKIRT TO GIVE STRAIT-LACED LOOKS A FASHIONABLY SKEWED TOUCH

PHOTOGRAPHS BY PIERRE TOUSSAINT STYLING BY ANNE-MARIE CURTIS



Dress, £4,350,
LOUIS VUITTON.
Lace-ups, £795,
JIMMY CHOO

HAIR: Neil Moodie
at Bryant Artists.
MAKE-UP: Pamela
Cochrane at C/O
Management,
using Safe Beauty.
NAILS: Maddy
Ayers, using Quel
Nail Care. STYLIST'S
ASSISTANT: Freya
Watson. MODEL:
Jinai Hoeh
at PRM Agency



EDITORIAL COVERAGE

ITALY

d SELECTION



Slingback con fiocco e borsa di pelle, Jimmy Choo.
Collant di pizzo, Orobit.



foto di Nik Hartley
styling Valentina Fino



Pump in pelle
JIMMY CHOO
850 euro, top
in cashmere
e seta SA SU PI
T-shirt (sotto)
008, gonna in
MICHAEL KORS
COLLECTION.



IN QUESTA PAGINA—Giacca "Orange", gonna "Saint Germain" in lana e mohair e
CELINE BY HEDI SLIMANE; pendente "Gocce" in argento, MADINA VISCONTI; mules "Sto
NELLA PAGINA ACCANTO—Giacca, reggiseno e gonna di seta croché, CH

EDITORIAL COVERAGE

ITALY



Da sinistra: Nyaduola Gabriel: blusa, pantaloni e borsa FERRAGAMO, sandali IZIE. Mary Fall: abito BURBERRY, slingback JIMMY CHOO, collant FALKE. Dara Gweye: maxi abito MARTINE ROSE, cappello LOCK & CO. HATTERS, scarpe TODD SNYDER. Ajok Daing: abito FEBEN, borsa e scarpe FERRAGAMO, orecchini DINOSAUR DESIGNS, bangles ALEXIS BITTAR.

EDITORIAL COVERAGE

ITALY

d SELECTION



*Blazer e pantaloni ampi in turtù di viscosa e lino, Peserico.
Slingback di pelle, Jimmy Choo.*



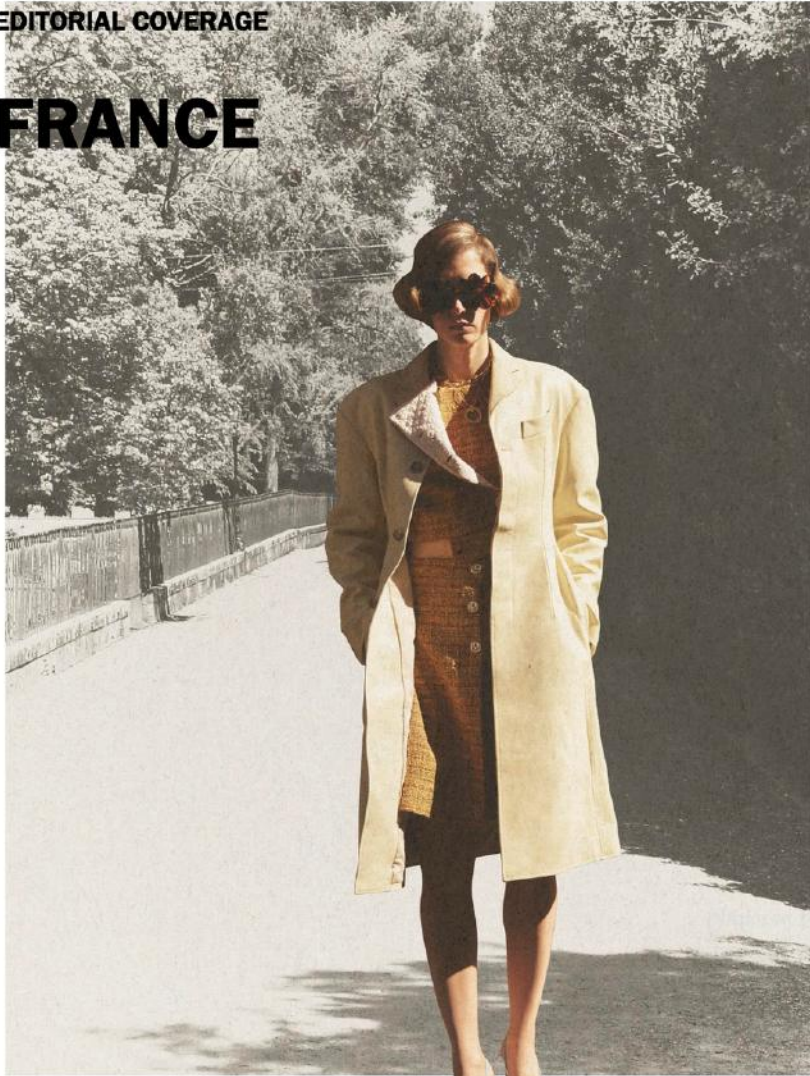
*Pigiama di cotone, Frette.
Slingback di pelle, Jimmy Choo.*



d SELECTION

EDITORIAL COVERAGE

FRANCE



EDITORIAL COVERAGE

FRANCE



Cardigan en mohair,
H&M, 60 €. Collant
Calzedonia, 8 €. Sac en
cuir, Repetto, bague en
perles, laiton et or recy-
clé, Chabaux, 225 €,
escarpins en cuir verni,
Jimmy Choo, 850 €.



Veste et pantalon
ditto, 1.150 €.

EDITORIAL COVERAGE

SPAIN

MODA MUJER **V**



Falda, braguitas y camisa de Zara
Medias Calzedonia
Zapatos Jimmy Choo

MODELO: ARIANNA BLASUCCI @ARIBLASU
AGENCIA: ELITE MODELS @ELITE_BARCELONA

MUAH: NIEVES VELASCO @SNOWMAKEUPES

FLORES: FLORISTERIA ARTEFLOR MADRID @ARTEFLORMADRID

vanilases - 53

MODA MUJER **V**



Top de Zara
Coulotte Women's Secret
Mules Jimmy Choo

vanilases - 55



Muñeca y zapatos Jimmy Choo
vanilases - 56



Botas PAROSIN
Top de Zara
Coulotte Women's Secret
Mules Jimmy Choo

vanilases - 57

EDITORIAL COVERAGE

SPAIN



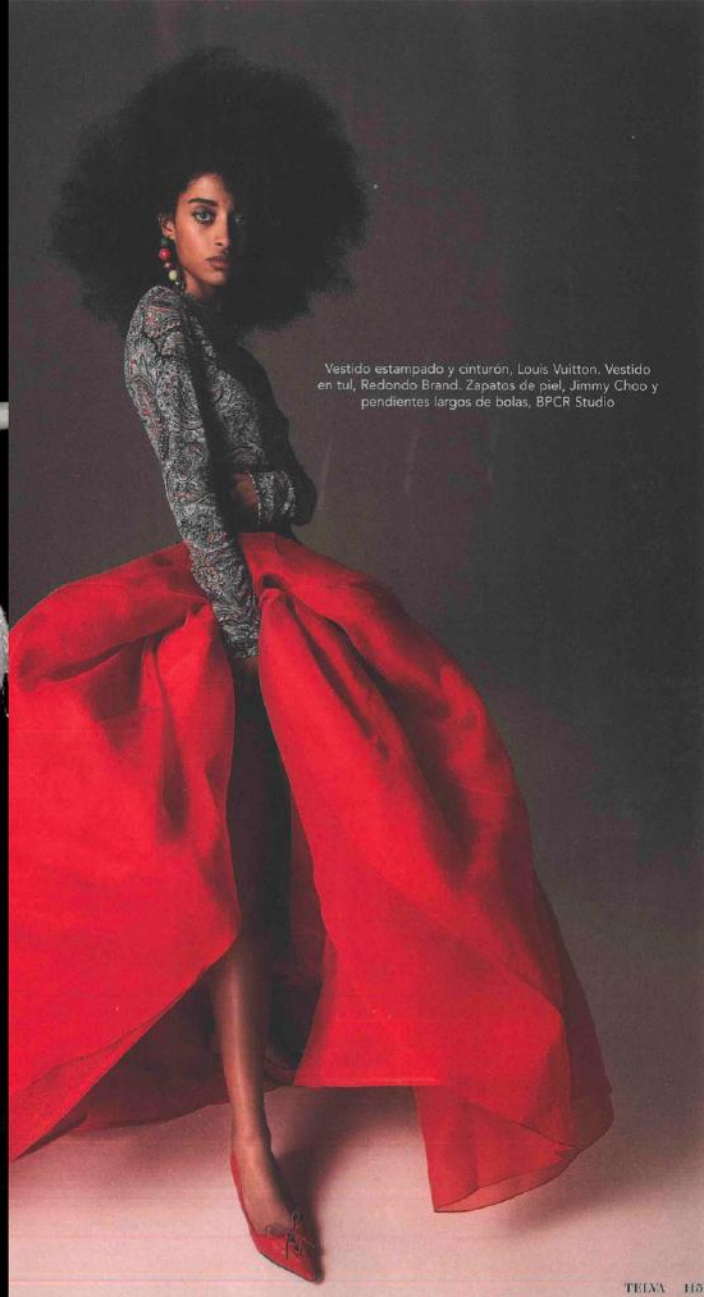
Gabardina con textura
de Sportmax; medias
de Versace; gafas de
sol de Jost Cavalli; y
zapatos de Jimmy Choo.

En la página anterior,
trench de Barbara Bui;
top de Guise y falda de
piel bordada, de
Michael Kors.



EDITORIAL COVERAGE

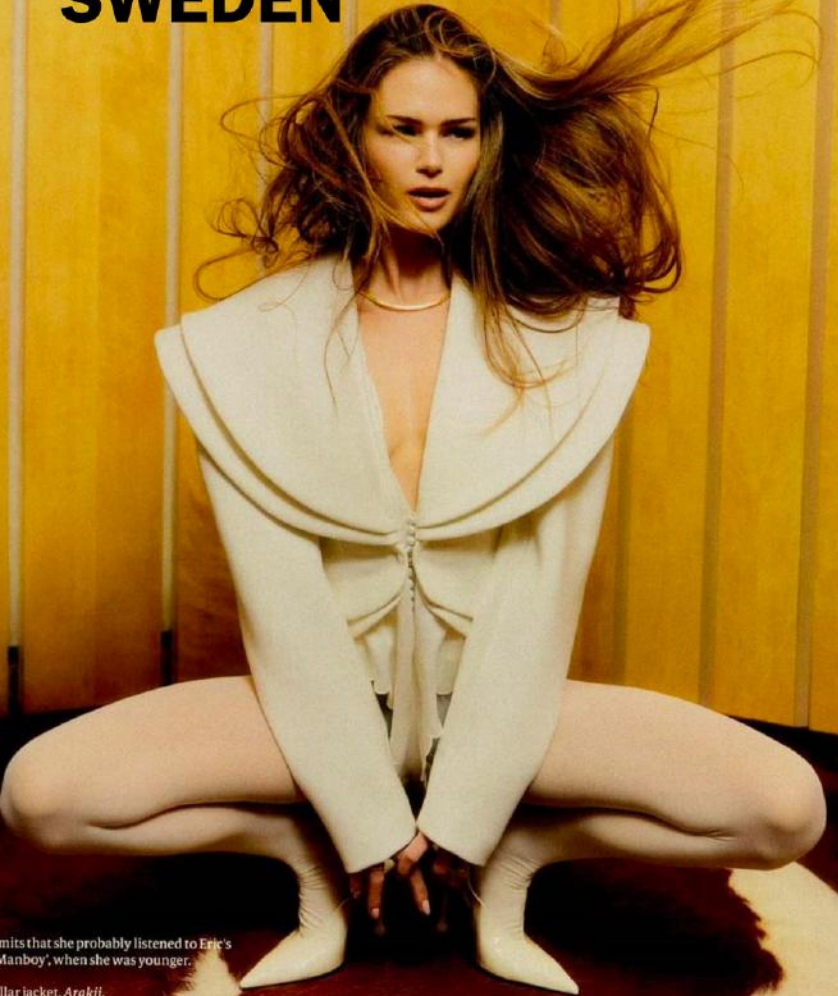
SPAIN



Vestido estampado y cinturón, Louis Vuitton. Vestido en tul, Redondo Brand. Zapatos de piel, Jimmy Choo y pendientes largos de bolas, BPCR Studio

EDITORIAL COVERAGE

SWEDEN



mits that she probably listened to Eric's
Manboy', when she was younger.

llar jacket, Arakii.
Stella McCartney.
ts, €29. Swedish Stockings.
ings in 18k yellow gold, €1,350.
lace in 18k yellow gold, €16,900.
in 18k yellow gold set with 72 brilliant-cut diamonds €5,400. All Cartier.
pumps, €795. Jimmy Choo.

VOGUE



Hanna doesn't know where her love of fashion comes from. When she
would dress up in her mom's he

Ti
Nylon tights, €29.5
'Love' bracelet in 18k white gold with brus
'Love' bracelet in 18k yellow gold set with 204 brilliant-cut di
Small 'Love' bracelet in 18k y
'Love' ring in 18k y
'Love' bracelet on chain in 18k yellow gold set with 18 brilliant-cut
Medium 'Panthère de Cartier' watch in steel, €
Slingback pumps,



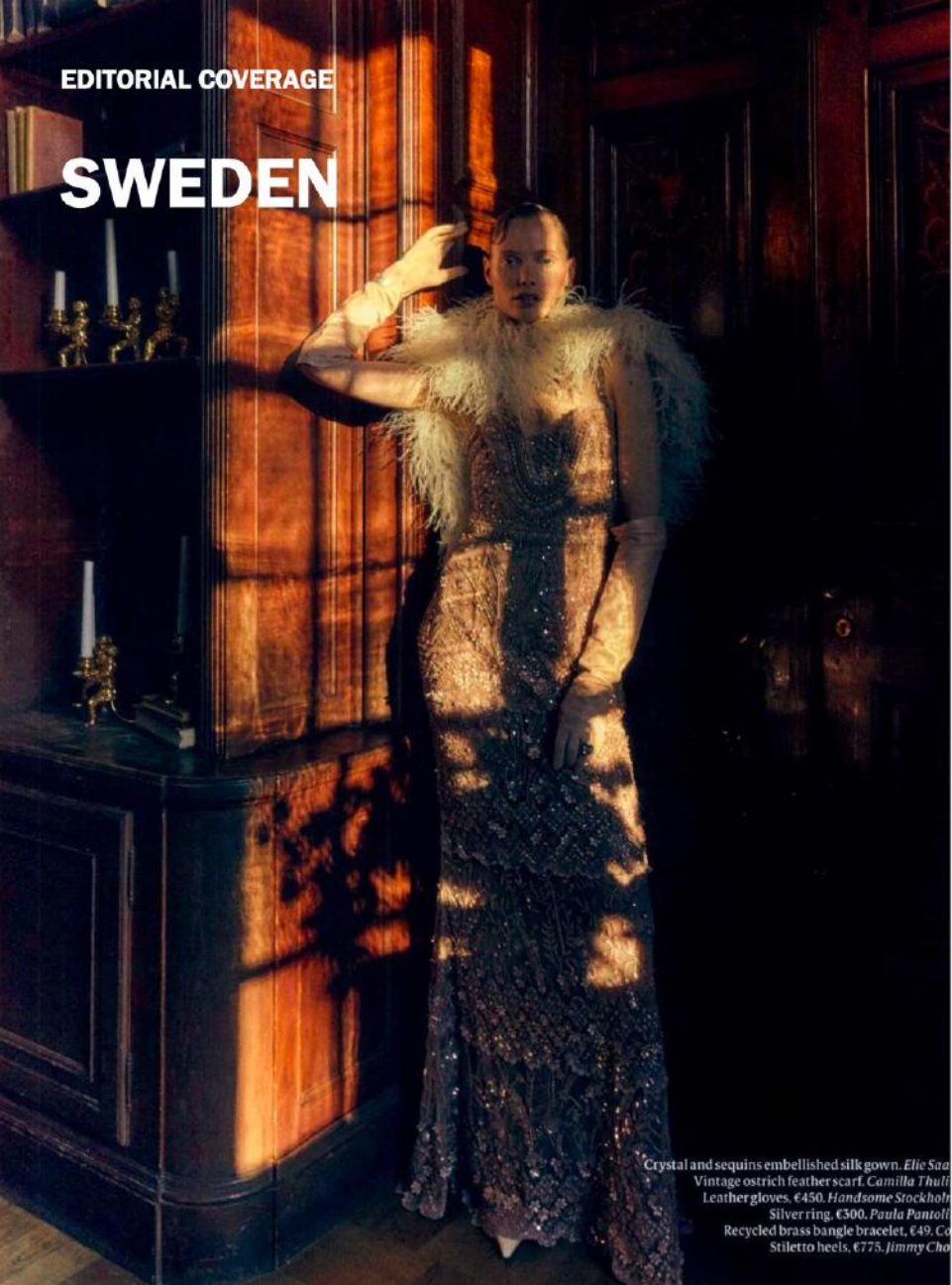
e building Arakii together. Hanna, who
scribes the brand as a balance between
and everyday pieces.

an, €1,220.
Both Missoni.
rs, €240. Filippa K.
t yellow gold with brushed finish, €8,050.
t white gold, €8,500.
t white gold set with 10 brilliant-cut diamonds, €11,700. All Cartier.
869. Jimmy Choo.

590
t McCartney.
edish Stockings.
t white gold set with 48 brilliant-cut diamonds, €14,200.
rtier' watch in steel, €6,100.
yellow gold, €6,650. All Cartier.
95. Jimmy Choo.

EDITORIAL COVERAGE

SWEDEN



Crystal and sequins embellished silk gown, *Elie Saab*
Vintage ostrich feather scarf, *Camilla Thulfi*
Leather gloves, €450, *Handsome Stockholm*
Silver ring, €300, *Paula Pantoff*
Recycled brass bangle bracelet, €49, *Co*
Stiletto heels, €775, *Jimmy Choo*



EDITORIAL COVERAGE

POLAND

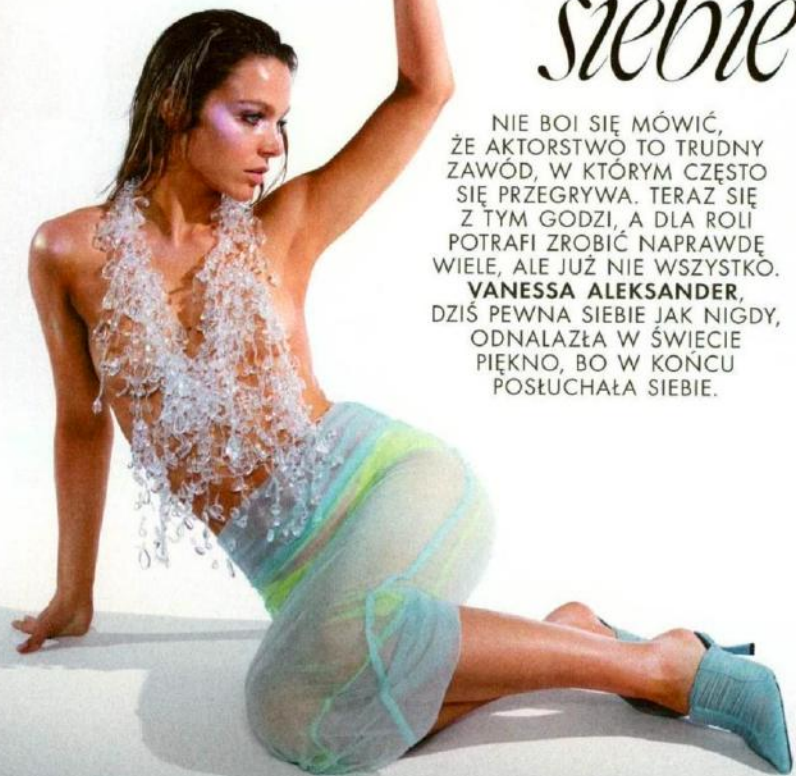


Naszyjnik,
spódnica
SPORTMAX
buty
JIMMY
CHOO

PO PRAWEJ:
całość
GUCCI

W głąb siebie

NIE BOI SIĘ MÓWIĆ,
ŻE AKTORSTWO TO TRUDNY
ZAWÓD, W KTÓRYM CZĘSTO
SIĘ PRZEGRYWA. TERAZ SIĘ
Z TYM GODZI, A DLA ROLI
POTRAFI ZROBIĆ NAPRAWDĘ
WIELE, ALE JUŻ NIE WSZYSTKO.
VANESSA ALEKSANDER,
DZIŚ PEWNA SIEBIE JAK NIGDY,
ODNAŁAZŁA W ŚWIECIE
PIĘKNO, BO W KOŃCU
POSŁUCHAŁA SIEBIE.



zdjęcia ZUZA KRAJEWSKA stylizacja KAROLINA LIMBACH rozmawia MAJA CHITRO

EDITORIAL COVERAGE

NETHERLANDS

ERFSTUK

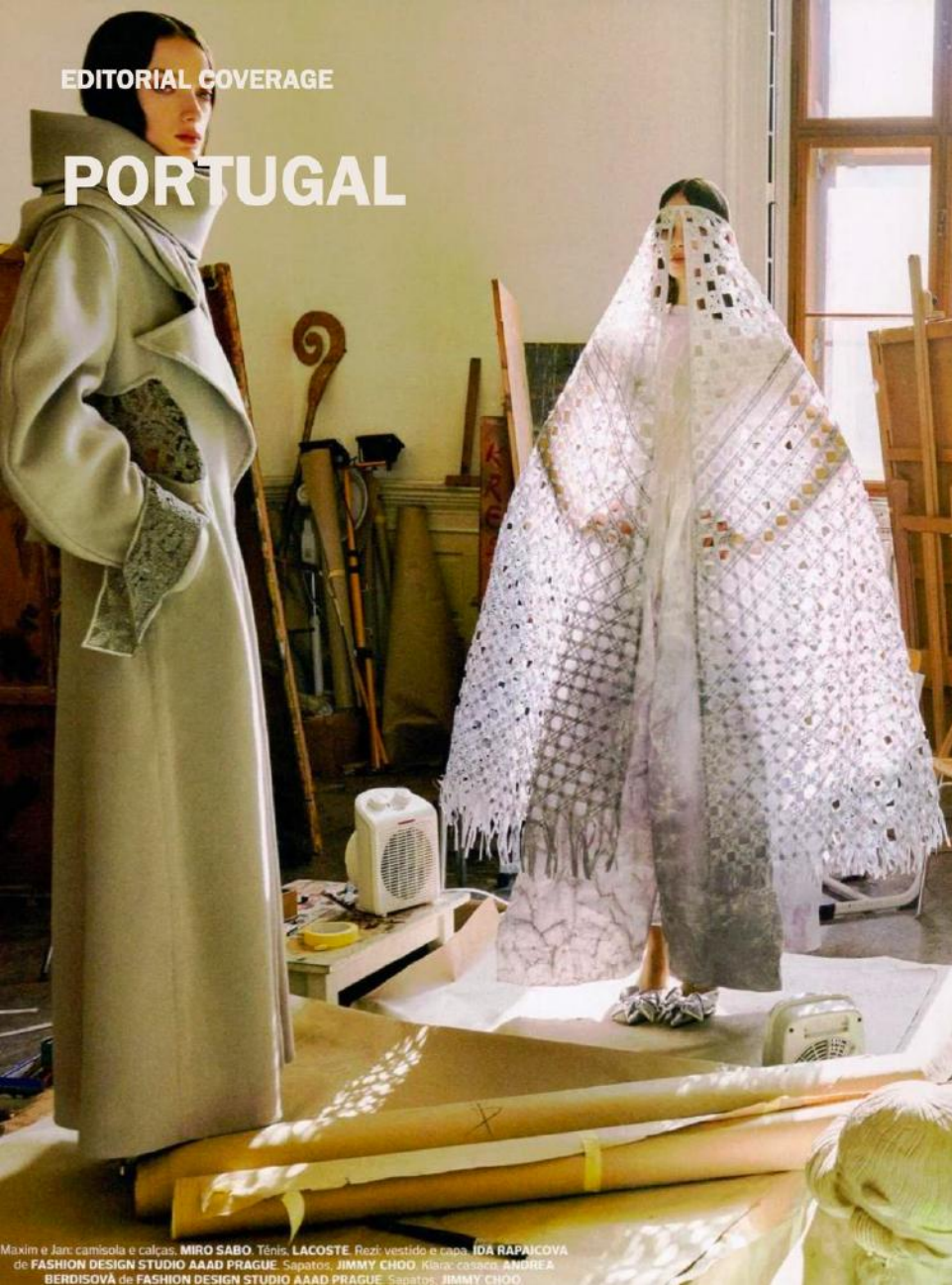
Jimmy Choo begon in de jaren 90 als luxe schoen-atelier in East End, Londen, met klanten als Prinses Diana. Inmiddels is het uitgegroeid tot een wereldwijd modehuis. De trouwcollectie combineert tijdloze silhouetten met verfijnde details, een perfecte mix van elegantie en vakmanschap – gemaakt voor de bruid van nu en een erfstuk voor de toekomst. *Lotta 100-pumps van tule met leer, € 795*
jimmychoo.com

Jack PRADA, top MAX MARA,
das RALPH LAUREN, pumps
JIMMY CHOO, armbanden,
ringen PANDORA



EDITORIAL COVERAGE

PORTUGAL



Maxim e Jaci: camisola e calças, **MIRO SABO**. Tênis, **LACOSTE**. Rezi: vestido e sapo, **IDA RAPAICOVA**
de **FASHION DESIGN STUDIO AAAD PRAGUE**. Sapatos, **JIMMY CHOO**. Clara: casaco, **ANDREA**
BERDISOVÁ de **FASHION DESIGN STUDIO AAAD PRAGUE**. Sapatos, **JIMMY CHOO**.





FOTOGRAFIA NEL COLLECTION D&G



EDITORIAL COVERAGE EXTRA



InStyle 优家画报

IR: KELLY BALDWIN
TIVE DIRECTOR: ATHENAIS DUREZ
L: GALINA ARKHI AT LINDEN STAUB
UP ARTIST: TILLY FERRARI
STYLIST: TOM ARNETT
SET FASHION ASSISTANT: EMILY FROMANT
GRAPHIC ASSISTANT: STEFANIA CARL
TION: ASHRIDGE HOUSE



COAT: CHRISTIAN DIOR; TIGHTS: CALZEDONIA; SHOES: JIMMY CHOO

DA: EMBROIDERED TOP IN SILK
LANE: EMBROIDERED SKIRT IN SILK
L: FROM LORO PIANA

MY CHOO RUBY RED TRISEL PUMPS
AMY CHOO





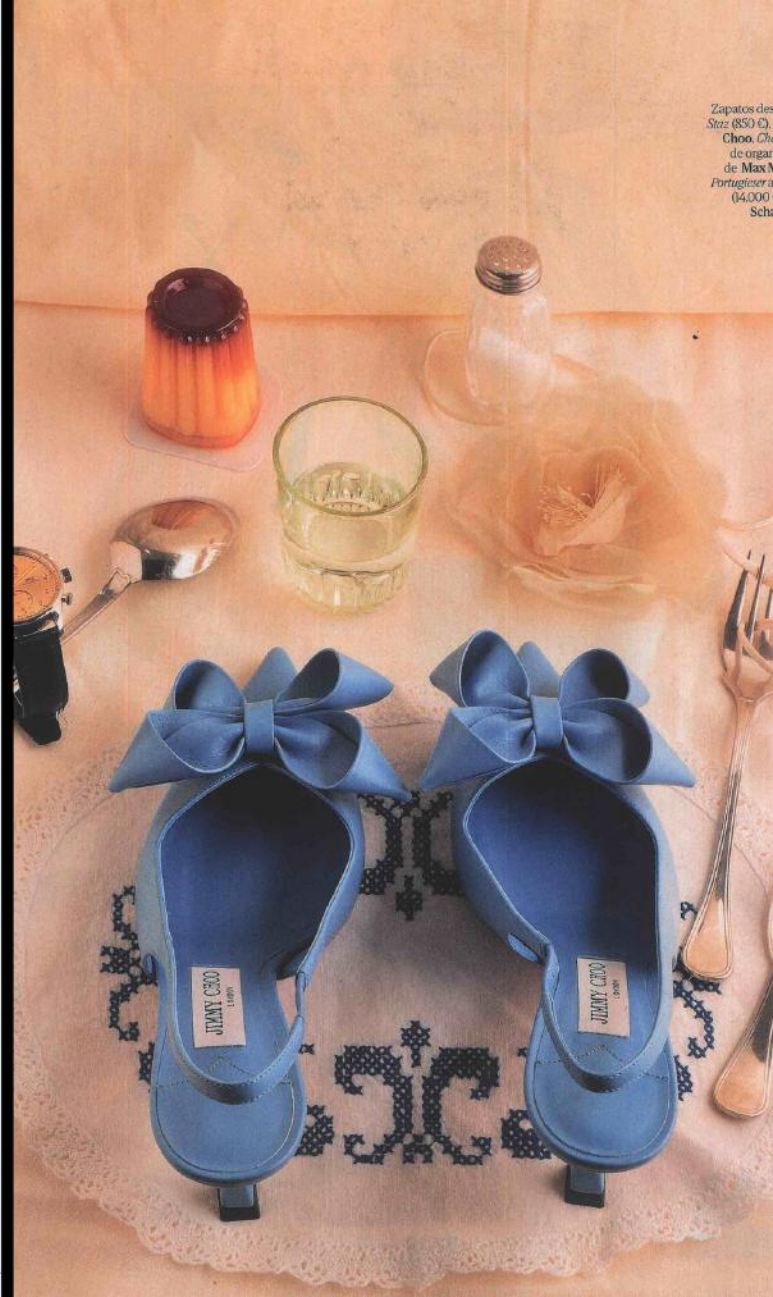
GUSTIER, WALL OF DE BAIN ET SHORT MIEU MIEU,
HUILES JIMMY CHOO, GRANTS SQUELLACE, CHAUSSE
KASSA KUCHARSKA, BANGU ACNE STUDIOS,
PAGE DE BRUCHE, DUDU, JURE
ET SAC DIOR, COLLIER DIOR COASTLIERE.
MANNEQUIN: KRISTA WALL @ NISCH MANAGEMENT
CASTING: JULIA LAGO CASTING
COIFFURE: TOMOKO OHANA @ WISE & TALENTED
MAQUILLAGE: ANARE SUGINO @ ST. VENGENT MANAGER
SET DESIGN: ALICE JACOBS @ WSH
ASSISTANTS SET DESIGN: ROSEMARY BROWNING
& JULIEN BETTULE
ASSISTANT PHOTOGRAPHE: FLORENT REDOLFI
ASSISTANT STYLISTE: JOHAN KIERASINSKI
PRODUCTION LOCALE: MATHILDE HAUSER



flora



SHOES.



Zapatos des-
Sitz (850 €),
Choo. Cha-
de organ-
de Max N
Portuguesa
(4.000
Scha-



Slingback con fiocco e borsa di pelle, Jimmy Choo.
Collant di pizzo, Orobù.

歩くたびに心浮き立つJIMMY CHOO。新作スニーカーが登場 旬の『ダイヤモンド XII』で 足元に視線を釘づけ!

スポーティでありながら、デイリーウェアにも似合うオールマイティさが求められる
大人のためのスニーカー。そんな「大人の欲しい」要素が凝縮した一足をご紹介します。



インパクト絶大な
ダイヤモンドファセット
モチーフ



シックなカラー×華ディ
絶妙なバランス感

大人世代に絶大な人気を博
アリーな厚底のスニーカー。マ
ンが多いのがグラマラスな
つ JIMMY CHOO。ス
クッションから登場した新作は
分をダイヤモンドファセッ
施った大胆なデザインが特
なレザーをミックスしたア
ラウンドロゴとメタルアイレ
ウなど、アイコン的なモノ
です。シューレースのかけ
進化するおしゃれスニーカー
いえそうです。

ズでも同デザイン、同
3カラーで、1月中旬よ
は店舗にて展開。ラテ
イト、ブラック、トープ
1カラー展開。1ダイ
ヤ XII スニーカー各
9,500 (JIMMY CHOO)

小池紀行 (CASK)
アロ・ディ
主筆

先
MY CHOO 0120-013-700

シューレースが実質の商品はこより細い仕様となります。
3商品の価格は、すべて税込みです。

scarlett addiction スカーレットに夢中

Photo: Jaume Kato / Fashion Editor: Aika Kiyohara

ジミー・チュウよりSPRING 2025コレクションが製
造。『SCARLETT』は、求の満ちるインスパイアされたフ
ランドのアイコン「ドロップヒール」を用い、流れるような白
色なフォルムが美しいリネン。アップルにあしらわれた
コロレットのディテールは、レザーレースを手作業で通し
て仕上げられた。レースアップの間から程よく足趾がのぞ
く。センシティブなデザインに注目。

シューズ (ヒール60mm) ¥140,800 (Jimmy Choo (ジミー・チュウ))

29



アイコンのバンプスに
フォーカスしたPOP UP STORE
伊勢丹新宿店で開催!

2月20日(水)から3月11日(火)の期間、伊
勢丹新宿本店2階のシューズフロアに、ジ
ミー・チュウのバンプスを一堂に
ポップアップストアを開催。アイコン
のドロップヒールを中心に、限定
バンプスや、さまざまなデザインが
ブランドの豊かなバンプスの世界観が
る。会期中にお買い物をいただいたお客
に限定した海洋ゴミ(ペットボトル)から作
サステナブル素材を使用した、環境にや
スペシャルなショッピングバッグをお渡し

The JIMMY CHOO
Drop Heel
期間: 2025年2月20日(水) ~ 3月11日(火)
住所: 東京都新宿区新宿3-14-1
伊勢丹新宿店 本館2階シューズフロア



DIE STORY

Anfang der 1990er Jahre exklusiv für Lady Diana ein Paar Slingback-Pumps. Seither ist das Modell bei Promis und Royals extrem beliebt – und die Brand berühmt für ihre zeitlosen Schuh-Styles und märchenhaften Heels.

DAS DESIGN

Schlicht und ergreifend: Die Pumps „Ikea“ bestechen vor allem durch ihren spitzen Zehenbereich und den 9,5 cm hohen Absatz in Tropfenform mit lackiertem Finish. Das Modell ist nicht nur in Creme, sondern auch in Schwarz und Camel erhältlich.

DAS MATERIAL

Aus hochwertigem Lackleder gefertigt, wirken die Heels classy und glamourös zugleich. Und passen perfekt zu Jeans, Kleidern, Hosenanzügen und Kostümen. In dem soften Cremeton namens „Latte“ machen sie sich natürlich auch wunderbar als Hochzeitsschuh!



Sandali "Staz sling back 70" in pelle con fiocco **JIMMY CHOO** 850 euro, borsa a mano con strass applicati a mano in cristallo e con tracolla staccabile **GENNY** 1.215 euro.



Client Activity

CLIENT ACTIVITY

Q1

Sarah Hoover Book Launch NBS

DATE

Tuesday 13th May 2025

TIME

6:30pm – 8:30pm

LOCATION

Jimmy Choo – New Bond Street

OVERVIEW

In store cocktail event hosted by Sarah Hoover to celebrate the launch of her new book.

Martini bar, caviar canapes and champagne served by waiters.

Sarah read an extract from her book which is a raw, unfiltered and honest account of her struggles with adjusting to motherhood, and then delved into conversation about the book with Rebecca Corbin Murray followed by an audience Q&A

The reading took place on the first floor with a mic and speaker set up with branded director chairs.

GUESTS

40



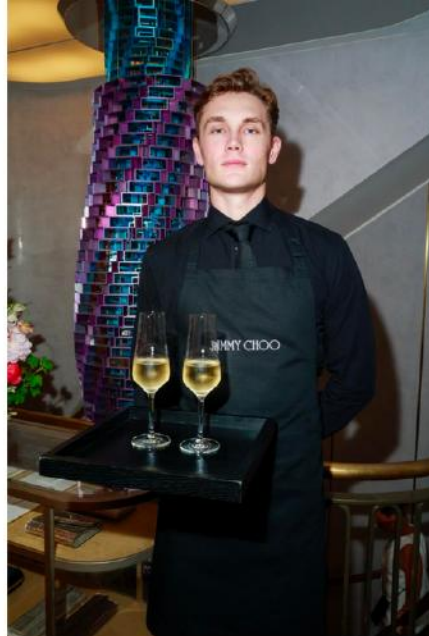
Set Up



CLIENT ACTIVITY

Q1

Catering



CLIENT ACTIVITY

Q1

Sarah Hoover Book Launch NBS



CLIENT ACTIVITY

Q1

Gifting





Brand Activity

Press Release



JIMMY CHOO UNVEILS AN EXCLUSIVE INSTALLATION WITH HARRY NURIEV'S CROSBY STUDIOS FOR SALONE DEL MOBILE

Global luxury accessories brand Jimmy Choo partners with interior architecture and design firm Crosby Studios on an exclusive installation in the Sant'Andrea flagship store to celebrate Salone del Mobile, the international design week in Milan.

Renowned for his avant-garde approach, Harry Nuriev, founder and creative director of Crosby Studios, has reimagined Jimmy Choo's ground floor boutique with a striking glass structure. The display, set within a glass capsule at leg level, creates a sense of stillness – like a runway frozen in time. The installation's unique perspective invites closer inspection. Each shoe, positioned as part of this static timeline, invites viewers to reconsider the evolution of design and its relationship with time.

Visible from both the in-store seating area and the external window, the installation presents a curated selection of archival designs including pieces from Creative Director Sandra Choi's personal collection. Iconic and archetypal Jimmy Choo shoes are juxtaposed with 3D-printed replicas, blurring the lines between reality and imagination with a dynamic exploration of form and function.

"I am so excited to be working with Harry again, bringing his visionary approach to design into the world of Jimmy Choo. The concept plays with the idea of timelessness ... a study that underscores the artform of our creations over the years to be spotlighted"— **Sandra Choi, Creative Director**

"For me, the challenge is always to transform familiar spaces and objects into something new. With this project, I wanted to take a commercial store and turn it into a temporary exhibition, a space that would exist for just one week but leave a lasting impression. In this brief moment, I sought to reframe the concept of fashion and design, elevating shoes beyond mere products to become works of art." — **Harry Nuriev, Founder and Creative Director of Crosby Studios.**

Heralded as a pioneering voice in transformism, Nuriev plays with existing objects, materials and forms, imbuing them with novel aesthetic and material qualities to transcend their habitual frames of perception. This latest collaboration with Jimmy Choo encapsulates the brand's signature glamour and playfulness, transforming the boutique into an immersive brand experience.

This installation marks the latest chapter in an ongoing creative partnership between Jimmy Choo and Crosby Studios, which began in September 2023. Running from April 8th – 13th, the showcase will launch with an intimate in-store cocktail event co-hosted by Sandra Choi and Harry Nuriev on opening night.

Concept

INSTALLATION BY HARRY NURIEV SHOWCASING CURRENT AND ICONIC DESIGNS AS WELL AS 3D PRINTS OF ARCHIVE STYLES



BRAND ACTIVITY

Q1

Concept

Jimmy Choo / Harry Nuriev with Crosby Studios

In celebration of Salone Del Mobile, Jimmy Choo has partnered with interior architect and design firm Crosby Studios to create an exclusive installation showcasing iconic archival shoes. The installation features a long, low, gold-colored sofa with a matching ottoman, and a long, low, white display case filled with a variety of shoes. The installation is set in a minimalist, modern space with large windows and a polished floor.

"For me, the challenge is always to transform familiar spaces and objects into something new. With this project, I wanted to take a commercial store and turn it into a temporary exhibition, a space that would exist for just one week but leave a lasting impression. In this brief moment, I sought to reframe the concept of fashion and design, elevating shoes beyond mere products to become works of art." - Harry Nuriev, Founder and Creative Director of Crosby Studios

"I am so excited to be working with Harry again, bringing his visionary approach to design into the world of Jimmy Choo. The concept plays with the idea of 'timelessness' - a story that underpins the artform of our creations over the years to be told." - Sandra Choo, Creative Director



Concept



udios

Choo has partnered with interior architect and curator, to create an exclusive installation. Showcasing Creative Director Sandra Choo's personal collection of design and the relationship between shoes and

form familiar spaces and objects into something new. With a store and turn it into a temporary exhibition, a space is a lasting impression. In this first moment, I sought to elevate shoes beyond mere products to become a Creative Director of Crosby Studios.

again, bringing his visionary approach to design into the with the idea of timelessness... a story that will remain to be spotlighted? - Sandra Choo, Creative Director



Thank You

