

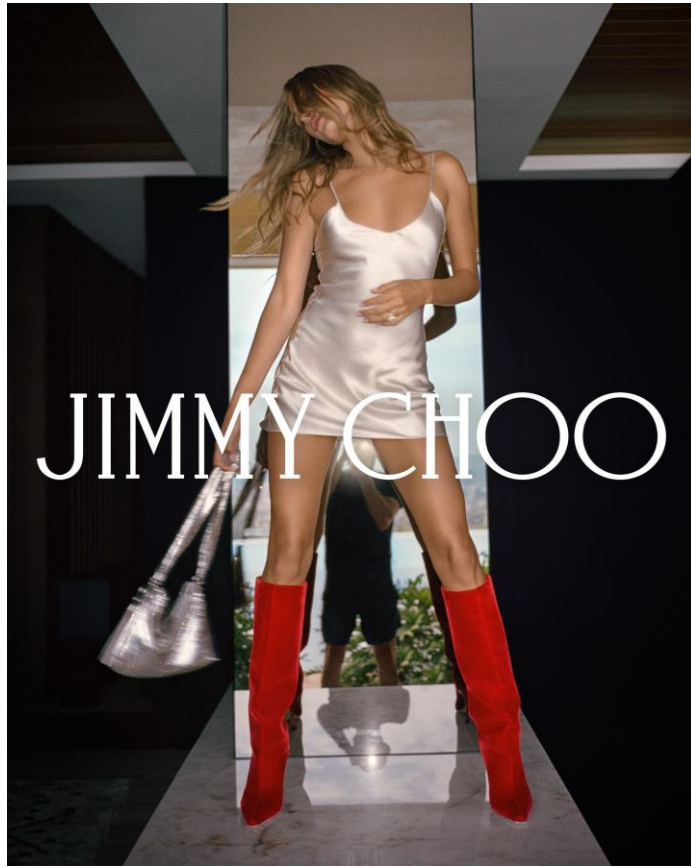
JIMMY CHOO

HAILEY BIEBER
AUTUMN WINTER 2021



Jimmy Choo is a leading global luxury brand, empowered with glamour and imbued with a playfully daring spirit.

- Founded in London in the early 1990s by luxury shoemaker Jimmy Choo, who catered to the global jet set, including Princess Diana.
- Made famous by Princess Diana and INFAMOUS by Carrie in Sex and the City, "I lost my Choo!"
- Key collections include the Crystal & Glitter featuring genuine Swarovski stones, the contemporary JC Logo Signature and the JC iconic Animalier Prints.
- The eyewear collections are the perfect match for the brand's must-have sparkling bags and shoes (and a little more affordable!)
- Jimmy Choo boutiques are located in the world's most prestigious fashion cities from London, New York, Paris, Rome, Hong Kong, Tokyo and soon to be in Auckland!



HAILEY BALDWIN BIEBER, AMERICAN MODEL, MEDIA PERSONALITY & JUSTIN BIEBER WIFE, 35M FOLLOWERS, WILL BE PROTAGONIST OF FW21 EYEWEAR CAMPAIGN...Stay tuned!



METAL TRIM CLUSTER – JC WORLD

JIMMY CHOO AUGUST 2021 RELEASE



1E1-IR BLACK FRONT, EXT. BLACK – INT. GREY LEOPARD TEMPLE, ROSE GOLD JC LOGO, GOLD LOGO ON TIP, GREY LENSES



FWM-HA TRANSP. NUDE FRONT, EXT. GLITTERED NUDE – INT. NUDE TEMPLE, COPPER GOLD JC LOGO, GOLD LOGO ON



FW21 ADV PROPOSAL



CRYSTAL & GLITTER CLUSTER – HIGH SHINE JEWEL

JIMMY CHOO AUGUST 2021 RELEASE



807-90 BLACK FRONT, ROSE GOLD WITH CRYSTAL STRASS TEMPLE, BLACK LONG TIP, GREY SHADED LENSES



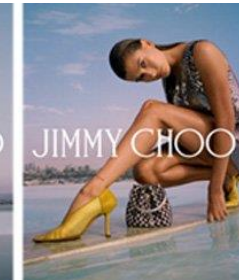
09Q-HA OPAL CARAMEL FRONT, COPPER GOLD WITH CRYSTAL GOLDEN SHADOW STRASS TEMPLE, OPAL CARAMEL LONG TIP, BROWN SHADED LENSES



807-90 BLACK FRONT, ROSE GOLD TEMPLE WITH BLACK TIP, BLACK CRYSTAL FABRIC INSERT ON TEMPLE, GOLD LOGO, GREY SHADED LENSES



086-HA BROWN HAVANA FRONT, ROSE GOLD TEMPLE WITH BROWN HAVANA TIP, GOLD CRYSTAL FABRIC INSERT ON TEMPLE, GOLD LOGO, BROWN SHADED LENSES



2M2-90 EXT. BLACK – INT. ROSE GOLD FRONT, ROSE GOLD TEMPLE WITH BLACK TIP, GREY SHADED LENSES, CRYSTAL

TOP SELLERS – EXISTING RANGE



As worn by the lovely Kaia Gerber in the 2020 campaign, the Lilo/S is our top selling JC frame.



Embellished with Jimmy Choo's iconic crushed Swarovski glitter fabric, the sunglasses are hand-finished for a truly glamorous look and feel.

Featuring an on-trend vintage-inspired shape, elevated by precious details, with a jewellery-referenced claw-set lens over a round oversized



The Tilda sunglasses are enriched with the eye-catching crushed Swarovski glitter fabric, applied by hand on each frame for a truly glamorous look and feel. Feminine and glamorous, these square sunglasses have a 70s-inspired oversized shape. The frame features cut-out lenses and a forked construction, emphasised by the shaded gold crystal fabric.

Another bold but lightweight and comfortable frame that can be worn all day with ease.

The CHOO collection is a refined take on the logomania trend. These fashion-forward styles are characterised by the eye-catching logo in sequin glitter fabric. This wide round frame features a super lightweight and comfy injected front and matching temples.

