Jimmy Choo diversifies into jewellery

By Dominique Muret - 17 March 2022

After introducing eyewear, handbags and perfumes, Jimmy Choo is broadening its world by premièring in the jewellery category. The luxury footwear brand, renowned for its sexy, sumptuous shoes, sees this new project as a natural, coherent extension of its glamorous product line.

Earrings by Jimmy Choo, priced at €750 - Jimmy Chho
“It seems the right time to launch this collection. Our shoes and handbags are often regarded as jewels adorning our customers’ feet, wrists and hands, and our jewellery collection is a natural extension of this,” said in a press release Sandra Choi, the label's creative director. “The collection consists of timeless pieces. For me, the most important creative elements in Jimmy Choo are light, imagination and design experience,” she added.

Jimmy Choo’s signature design codes, like crystals, pearls, the star pattern and the monogram with the interwoven ‘JC’ initials, are all incorporated in this first collection, which includes bracelets, earrings, necklaces, rings and ankle bracelets, featuring glittering tassels encrusted in Swarovski crystals, star motifs and chains of varying thickness.

Items in coloured enamels predominate, alongside those made with gilded or silver-plated metallic chains. The collection was recently launched on Jimmy Choo's e-shop and at select Jimmy Choo stores, priced from €175 for the simpler models to €750 for the most precious.

British brand Jimmy Choo, bought in 2017 by US group Capri Holdings, also the owner of Versace and Michael Kors, recorded a remarkable result in Q3, closed on December 25 2021, generating a revenue of €178 million, up by 47% on an annual basis.

By Dominique Muret
Translated by Nicola Mira