Driving sales higher isn't only about the product, as we all know, as marketing is hugely important as well. And Jimmy Choo and Harrods have come up with an interesting marketing idea with the former launching a pop-up café inside the latter on its world-famous shoe floor.

The hot pink new Jimmy Choo Café is a dream for anyone looking for an Instagram moment and pushes the Jimmy Choo label to be front-of-mind for any Harrods shopper in the vicinity of the 42,000 square foot shoe department.

It opened this week and stays in place for three months (running until 30 September). with pink being not only the
It opened this week and stays in place for three months (running until 30 September), with pink being not only the focus of the decor but also the colour around which part of the menu is built.

There are raspberry croissants, strawberry eclairs and summer berry jellies, among other foods and drinks.

The pink crockery has JC branding with the design borrowing from the Varenne Avenue Collection of handbags that will debut this autumn.

It’s an inspired move to raise overall brand awareness and act as a lead-in to the bag line launch.

By Sandra Halliday