

JIMMY CHOO

Jimmy Choo Unveils Autumn Winter Campaign Starring Nicole Kidman

With Academy Award® winning actress Nicole Kidman in the starring role, Jimmy Choo unveils its Autumn Winter 2013 campaign. Exploring themes of film noir and referencing the tension of Hitchcock's empowered heroines, photographer Mikael Jansson portrays Kidman as the seductive protagonist in a series of images that hint at the brand's recurring themes of empowered glamour. Breaking in August issues globally, the campaign is accompanied by a short film which may be viewed at www.jimmychoo.com

"Nicole has perfectly captured the mood of our AW13 collection; her character portrays the multi-faceted qualities of the Jimmy Choo woman for this season – strong, sexy with a beguiling sense of mystery." Sandra Choi, Creative Director.

"I really enjoyed being able to play a role that was strong, sexy and in control. I got into a relationship with the photographer and Mikael is very intuitive, he knows what I am thinking and feeling and is able to translate it through the camera." Nicole Kidman.

Flash Sunglasses Featured in Jimmy Choo Autumn Winter Campaign

The exclusive sunglasses photographed for the campaign feature sparkling Swarovski crystal detailing and draw inspiration from Jimmy Choo's latest fragrance, FLASH, capturing that moment of mystery and sensuality every woman feels whilst going out for a special occasion.

The combination of shaded lenses and shimmering crystals creates an alluring look ensuring all eyes are on the woman who wears them. The front part of the frames is embellished with an intricate glitter fabric; with the sun or the flash of a camera, the design is intended to create a dazzling and sparkling effect.

Flash sunglasses are available in four sophisticated hues: nude with gold/nude crystals and shaded brown lenses, black with black crystals and shaded grey lenses, blue with blue/black crystals and shaded grey lenses, black with silver crystals and shaded grey lenses.

The sunglasses are presented in a glitter fabric case and will be available at Jimmy Choo boutiques, high-end opticians and quality department stores from August 2013.

The JIMMY CHOO eyewear collection is produced and distributed by the Safilo Group.

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