

# JIMMY CHOO

'YOU, YOUR SHOES AND 72' FOR PROJECT PEP BY JIMMY CHOO

*Jimmy Choo launches social media campaign*

*for new charitable limited edition collection with the Elton John AIDS Foundation*

London September 21, 2009 - Jimmy Choo announces today a social media campaign "YOU, YOUR SHOES AND 72," to raise awareness in advance of the launch of the *Project PEP* collection, which will debut in the United Kingdom on October 29 and worldwide on November 3.

*Project PEP* is a vibrant limited edition collection of shoes and handbags, featuring a distinctive and collectible collage motif print representing Jimmy Choo's individualist spirit. Jimmy Choo will donate 25% of the net sales from *Project PEP* to the Elton John AIDS Foundation.

With this funding, the Elton John AIDS Foundation can directly support the pioneering Simelela Rape Centre in Cape Town that was set up in 2005, with the mission to administer victims of abuse with the vital HIV preventative PEP medication (Post Exposure Prophylaxis) and provide the infrastructure for medical, counselling and legal support.

The proceeds raised by *Project PEP* will enable the clinic to stay open day and night providing 24 hour/7 days a week access to the vital life saving treatment that has to be administered within the first 72 hours of exposure to HIV.

Jimmy Choo is asking you to take part in a new social media campaign which will feature a photo competition to generate awareness of the vital 72-hour time window. The slogan for the campaign is "YOU, YOUR SHOES AND 72" and many of the winning images will be showcased at the global launch of *Project PEP* at Selfridges London on October 29 and at Jimmy Choo *Project PEP* events globally. Over 100 winners will be chosen to win products from the *Project PEP* range, with a Grand Prize offering the overall winner 7 shoes, 2 bags from Jimmy Choo.

## THE COMPETITION

Entrants will need to submit a photograph based on the theme of 'You, Your Shoes and 72' through the site at [www.jimmychoo72.com](http://www.jimmychoo72.com)

The site will enable viewers to rate and review entries and to encourage their friends to do the same.

To publicise the competition and build awareness, the site will also link with Facebook, it will feature a Twitter feed and host a blog. The blog will be the place for news and pictures of

celebrities carrying *Project PEP* items. The special website hosting the competition, blog, twitter and daily news is **[www.jimmychoo72.com](http://www.jimmychoo72.com)**

This charitable cause has particular resonance for Jimmy Choo because of the brand's support and empowerment of women. In 2005, Jimmy Choo Founder and President Tamara Mellon worked with the Elton John AIDS Foundation on a charity auction project 'Four Inches' that assisted with the first funding of the Simelela centre.

"We are women helping women and we are proud to continue our collaboration with the compelling and urgent initiatives of the Elton John AIDS Foundation and to provide a voice for under-privileged women in South Africa. We are excited to launch this social media campaign which we believe is a fun, light-hearted way to make people aware of a very serious subject"  
**Tamara Mellon, Founder & President, Jimmy Choo.**

In 2008 EJAF Founder and Chairman Sir Elton John visited Simelela: 'It is just the most heartbreaking thing to see young women and girls living with the trauma of sexual abuse. At the very least we can aim to ensure HIV is not part of that experience. Simelela does stunning work and I'm deeply grateful that my friend Tamara is mobilizing Jimmy Choo to help us in this vital work'. **Sir Elton John.**

The limited edition product collection will launch worldwide with dedicated store windows and a comprehensive print and online campaign featuring model Angela Lindvall and shot by photographer Terry Richardson. An exclusive 'behind-the-scenes' film of the campaign will be featured from 29<sup>th</sup> October on [www.fashionair.com](http://www.fashionair.com).

A waiting list for the collection is currently available on [www.jimmychoo.com](http://www.jimmychoo.com).

To learn more about EJAF and how you can help, please visit [www.ejaf.com](http://www.ejaf.com)

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## About Jimmy Choo

Tamara Mellon founded the luxury goods company in 1996. In February 2007, Jimmy Choo was acquired by TowerBrook Capital Partners, the international private equity firm.

Today, Jimmy Choo encompasses a complete luxury lifestyle accessory brand with women's shoes, handbags, small leather goods, sunglasses and eyewear. Its products are available in the growing network of Jimmy Choo freestanding stores as well as in the most prestigious department and specialty stores worldwide. From its original base in the United Kingdom and United States, the Jimmy Choo store network now encompasses over 100 locations in 32 countries.

The brand is the recipient of the 2008 'Designer Brand of the Year' award from the British Fashion Council, the 2008 ACE award for 'Brand of the Year' from the Accessory Council, the 2008 'Brand of the Year' award from Footwear News and the 2009 Nordstrom 'Partners in Excellence' award.

Tamara Mellon, Founder and President, and Joshua Schulman, Chief Executive Officer, are in charge of the company's development which today enjoys the stature of one of the world's most treasured and prominent luxury brands.