

JIMMY CHOO

PROJECT PEP by Jimmy Choo

Jimmy Choo announces the launch of *Project PEP* with the Elton John AIDS Foundation. This project is designed to support the funding of the Simelela centre in South Africa. The vibrant capsule collection features a distinctive and collectible punk rock motif print representing Jimmy Choo's passionate and individualist spirit.

This cause has particular resonance for Jimmy Choo because of its 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." Tamara Mellon, Founder & President, Jimmy Choo.

Jimmy Choo will donate 25% of the net sales from *Project PEP*. 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 Jimmy Choo *Project PEP* collection of tote bags, clutches, ballet flats, signature heels and flip flops will be available in Jimmy Choo stores worldwide. The limited edition will launch in November 2009 with dedicated windows and a comprehensive print and online campaign in the brand's signature visual language, featuring model Angela Lindvall and shot by photographer Terry Richardson. A waiting list will be available from 1st September on www.jimmychoo.com.

To learn more about EJAF and how you can help, please visit jimmychoo.com

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 100 locations in 31 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.