

# JIMMY CHOO

## **JIMMY CHOO HOSTS GRAND OPENING OF ITS NEWEST STORE IN ATLANTA'S PHIPPS PLAZA**

**(Atlanta) June 22, 2023** – Jamie Wynn, president of Jimmy Choo North America, hosted the opening of the brand's stunning new boutique at Atlanta's Phipps Plaza Wednesday evening. The soirée welcomed over 100 guests who were treated to an unforgettable experience that entertained all the senses.

Extending across nearly 1,300 square feet, Jimmy Choo's Phipps Plaza location showcased a renewed interior concept at its newest address. The luxurious space features confident natural elements like limestone floors, travertine millwork, and architectural details cast in amber onyx and river jade marbles that contrast beautifully with textured plaster walls and brushed brass accents. An alluring backdrop of soft grays and subtle shimmering surfaces highlights the store's new summer collection.

Attendees included RHOA's Marlo Hampton, celebrity hairstylist Derek J, Dynasty actor Robert Christopher Riley, Dr. Courtney A. Hammonds, celebrity stylist Metta Conchetta, Anderson Smith and Phaedra Parks.

The new location houses the full lifestyle offering of Jimmy Choo's women's collection, including shoes, handbags, eyewear, small leather goods, soft accessories, fragrance, and a special selection of pieces from the brand's iconic Bridal collection. New styles such as the Indiya, Azure, Calypso, Carmel, and Fayence are the ideal summer shoes, along with icon styles such as the Azia, Anise, Bing and Saeda, available in shades of blue, teal, fuchsia and classic neutrals. Popular bags like the Varenne and Bon Bon are available, as well as the new Diamond Hobo and Diamond Frame Clutch. Finally, menswear, a growing category for the brand, completes the extensive assortment.

A highlight of the evening was the inclusion of a charitable component by Jimmy Choo, which made a pledge to donate 20% of all sales from the evening to Lost-n-Found Youth, a nonprofit organization based in Atlanta with the mission of providing shelter, education, financial aid and other crucial resources to homeless LGBTQ+ youth.

Jimmy Choo's newest showroom inside Atlanta's Phipps Plaza is located at 3500 Peachtree Rd NE, Atlanta, GA 30326

**Link to images:**

<https://www.dropbox.com/sh/g2y2gpvashpyfgd/AAC4LloQd2IF69gRrv-IWtjMa?dl=0>

**Photo credit: Getty Images**

### **About Jimmy Choo**

Jimmy Choo is a leading global luxury brand with an empowered sense of glamour and a playfully daring spirit. Known for its confident, fashion-forward style and exceptional craftsmanship Jimmy Choo has become a pioneer in the art of celebrity dressing and red-carpet style. Women's shoes remain the core of the product offer, alongside handbags, small leather goods, scarves, sunglasses, eyewear, belts, fragrance and men's shoes. CEO Hannah Colman and Creative Director Sandra Choi together share a vision to create one of the world's most treasured luxury brands. Jimmy Choo has a global store network encompassing more than 200 stores and is present in the most prestigious department and specialty stores worldwide. Jimmy Choo is part of the Capri Holdings Limited global fashion luxury group publicly listed on the New York Stock Exchange under the ticker CPRI.