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JIMMY CHOO BRINGS GLAMOUR TO H&M THIS AUTUMN

This autumn, British accessory brand Jimmy Choo will bring its international glamour and covetable shoes and bags to selected H&M stores. The collection will be available from November 14 in around 200 stores across the world. It is the first time that H&M is collaborating with an accessories brand, and to celebrate Jimmy Choo will extend its design vision for this collection to women's clothing to complement the accessories. Further exciting news is that this collaboration includes a men's collection of shoes, bags and accessories.

"We are privileged to be among the fashion greats who have been affiliated with H&M so far, and to be designing a collection appealing to fashion savvy, street smart women, and to be including some great pieces for men, too. Jimmy Choo will bring to H&M a sophisticated, fashion forward, accessible and glamorous collection – the perfect party pieces to buy now and then wear out that night!" Tamara Mellon, Founder and President, Jimmy Choo.

"We adore Jimmy Choo's shoes and bags. They are glamorous and sexy, and they add instant style to the simplest of outfits. I like the way we have worked with clothes to accessorize the shoes and bags rather than the other way around. This collaboration is particularly exciting because it's our first shoe designer collection. It's a joy to be able to offer top end designer shoes and bags of excellent quality to our customers." Margareta van den Bosch, creative advisor, H&M.

Since its launch in 1996, Jimmy Choo has been such a phenomenal success that the brand name has become part of popular culture – say the words "Jimmy Choo", and you know you mean shoes. In Hollywood, Jimmy Choo shoes have become a red-carpet essential, and have been worn at the Oscars by winners such as Cate Blanchett, Halle Berry and Hilary Swank among many other actresses. The famous Jimmy Choo shoes will be at the heart of the exclusive collection for H&M, but there's more. Jimmy Choo has also become well known for its bags, and for H&M there will be a whole range of accessories to complete the look.

Please visit www.hm.com for press pictures.

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