

Jimmy Choo's new fragrance sparks joy, glamor & confidence



The marketing of I Want Choo is focused on the anticipation of the night ahead



Interparfum CEO Philippe Benacin presented the new fragrance along with Interparfum Marketing & Communication Executive VP Delphine Pommier and Senior Perfumer Sonia Constant

The introduction to Jimmy Choo's fragrance "I Want Choo," was held in an interesting manner, where one could experience the two clear groups of notes that, combined, create the full fragrant story. The

“I Want Gold” part held the joyous, sparkling notes whereas “I Want Red” held the sensuous, Oriental notes.

The fragrance I Want Choo, which was originally to be launched in September of this year, will now instead be launched in 2021; as Interparfums CEO Philippe Benacin explains, the company felt the market would be more receptive at that time. I Want Choo will be available throughout GTR in April/May of next year.

Jimmy Choo fragrances have been extremely successful from the first offering in 2011. According to Benacin, the company sold over 100 million euros in fragrances during 2019. He says the fragrance is much more about style than any age concept. “[The wearer] is daring, glamorous; she likes fashion, likes the red carpet. She is a Jimmy Choo consumer. The fragrance must be connected to brand — glamorous, sparkling. The [fragrance] concept should be close to shoes.”



Philippe Benacin introduced the business side of the fragrances, discussing the parent company and the new CEO of Jimmy Choo

Antoine Bona, VP Sales, Essence Corp, says, “All the Jimmy Choo fragrances are exclusive, powerful — worn by consumers who like to wear memorable fragrances.”

As successful as previous releases may have been, however, there is a clear delineation between them and I Want Choo, which, as Bona says, is in line with the brand's refreshing of its image. Since Capri Holdings acquired Jimmy Choo two years ago, Capri CEO John Idol has been intent on using the now-iconic JC logo everywhere.

With I Want Choo, the packaging eye-catching red for luxurious fun, while the beautiful glass bottle features the iconic JC logo in gold like a jewel. Fragrance is an affordable luxury, and the packaging and bottle design must create a true sense of desire, says Interparfum Marketing & Communication Executive VP Delphine Pommier.



Delphine Pommier walked the audience through the marketing concept of three young women having fun while getting ready for a night on the town

Joyful and fun

In this fragrance, sensual and joyful meet the three essential Jimmy Choo words: Confident, daring, glamorous. There is no way Jimmy Choo could be anything but glamorous. But, while Jimmy Choo's rightful place might be on the red carpet, this fragrance is equally at home in the dressing room, which is where the marketing is focused. The words heard throughout this introduction event are: fun, happiness, and smiling. We get a sense of this from the name, which is a play on words. And as Pommier says, this concept could not come at a better time.

The marketing for the fragrance features three women in a dressing room that Pommier says, "All girls would want." She says this campaign was a different concept; the last one was very glamorous, sensual, showing a solitary woman on the red carpet. "This one we wanted to be more fun, smiling, and also to have several girls for diversity and friends having fun together. That was starting point of reflection of the concept. Then the amazing dressing room full of shoes and we thought 'every woman wants to be this woman in this dressing room.'"

The three women in the campaign are having fun as they prepare to go out to party. Pommier states that in these times it's more important than ever to see girls having fun and smiling; she adds that the three models really did have fun on set — a recurring theme with this fragrance.

Concept to creation

For the scent, Senior Perfumer Sonia Constant "imagined a perfume magnificent, beautiful, captivating, almost hypnotic." Her inspiration was the red spider lily because in the wind it looks like the petals are dancing. First Constant had the image, and then created the scent to match the image.

The top notes are sparkling, juicy and full of joy, says Constant. "First we have mandarin juice contrasted with velvety peaches. This creates an energy of joy, anticipation — the excitement before the party. Then very quickly this develops into an elegant oriental. The two are related together: joy, good humour, good spirit, amusement, and then seductive twist of spider lily and jasmine, then finish on oriental, which gives glamour."

Constant says she and the other two perfumers who created the fragrance had a lot of fun, joy and good humour while doing so. Again, in this case the atmosphere stayed true to the concept every step of the way from dancing red spider lilies to fragrance in the shopper's basket.