

\*\*\*\*For Immediate Release\*\*\*\*

## Choo Fetish

Rundle Street designer shoe retailer cherri bellini has been selected to stock celebrity favoured Jimmy Choo shoes.

The Jimmy Choo name is synonymous with creating innovative and fresh shoe collections that simultaneously maintain elegance, beauty and sexiness. The company produces a complete range of shoes lavished in detail, from strappy sandals to evening wear to boots, in a variety of heel heights.

“The Jimmy Choo philosophy is to create exclusive shoes that are both luxurious and practical for all occasions.” says Rosemarie Farrugia, owner of cherri bellini.

“cherri bellini is ecstatic to bring this iconic brand to Adelaide and honoured to be selected as one of the few independent retailers stocking Jimmy Choo in Australia.”

Jimmy Choo’s have graced the feet of a host of celebrity followers including Princess Diana, Madonna, Uma Thurman, Liz Hurley, Julia Roberts, Nicole Kidman, Keira Knightly, Hilary Swank, Charlize Theron, and Nicole Richie, who has been signed on to promote Jimmy Choo through a celebrity endorsement deal.

Jimmy Choo was born in Malaysia into a family of shoemakers and made his first shoe at age 11. He travelled to London to study shoemaking opening a small couture shop in Motcomb Street in East London. He soon became recognised by the fashion elite for his excellent craftsmanship.

English socialite Tamara Mellon approached Jimmy Choo with the idea of expanding his business and in partnership with him found workshops in Italy to produce the shoes on a larger scale, officially launching the company in 1996. In 2001 a venture capital company bought Choo’s share of the business for \$34 million. Tamara now runs the business with Creative Designer, Sandra Choi - Jimmy Choo’s niece, and CEO, Robert Bensoussan.

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“Jimmy Choos are hand made in Italy so they fit in well with the rest of our Italian made brands.” says Rosemarie.

“We will have several lines in store from the AW 2006 collection including the Juliet design which is a classic bridal shoe present in every collection.”

cherri bellini will be holding an exclusive viewing of their Jimmy Choo range for VIP members and selected guests.

The store also recently added decedent Spanish label Pedro García to its list of luxury shoe brands. Other brands stocked include Vicini, Giuseppe Zanotti, and Sergio Rossi.

cherri bellini is open 7 days a week and is located at 282 Rundle Street in Adelaide. The store specialises in women’s heels and dress shoes and stocks a limited men’s range.



Jimmy Choo - Idol



Jimmy Choo - Parma

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