

JIMMY CHOO

Simon Holloway Creative Director

Simon Holloway and Sandra Choi are Creative Directors of Jimmy Choo Ltd, an iconic luxury lifestyle brand defined by an empowered sense of glamour and confident sense of style.

A dual UK and US citizen, Simon's formative years were divided between an English boarding school education and time spent with family in the US and in France. His early transatlantic upbringing cultivated an awareness for global trends and culture which continues to imbue his work.

His passion for fashion and design developed at an early age via his appetite for fashion and photography in magazines such as Vogue, Harper's Bazaar and street titles such as i-D and The Face. Holloway attended Newcastle College where drawn to the fashion department, he undertook two years of study in Fashion Design. This was followed by a three-year degree in Fashion Design at Kingston University during the peak of the grunge movement, the end of the supermodel era and the dawn of new directions in fashion photography, deconstructionist design, edgy models and fashion styling.

Upon graduation in 1992, Holloway won an internship at Chloé during Karl Lagerfeld's tenure. This was followed by nearly 20 years' experience in Creative Director and Senior Design Director roles at Narciso Rodriguez, Richard Tyler, Calvin Klein, Michael Kors and Ralph Lauren. Holloway joined Jimmy Choo in 2010 and was appointed Co-Creative Director in 2011.

Simon's transatlantic background and understanding of modern Hollywood glamour taps in to the very essence of the Jimmy Choo sensibility. His work is informed by a deep knowledge of historical couture and ready-to-wear fashion, the decorative arts and product design, balanced with a keen eye for contemporary culture. Cinematic and contemporary art references are often cited as creative influences and inspire seasonal collections.

Working alongside Sandra Choi, Simon brings an extensive knowledge of high fashion design in luxury ready-to-wear, shoes, accessories, men's and fragrance.

As Creative Directors, Simon Holloway and Sandra Choi's combined talents bring an exciting new dynamism to Jimmy Choo with the shared vision to create beautiful products in all categories for one of the world's most treasured luxury brands.

As of 2011, Jimmy Choo is part of Labelux GmbH, a privately held luxury goods portfolio. Today, Jimmy Choo encompasses a complete luxury lifestyle accessory brand with women's shoes, handbags, small leather goods, scarves, sunglasses, eyewear, belts, men's shoes and fragrance. Its products are available in a 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 more than 150 locations in 32 countries.