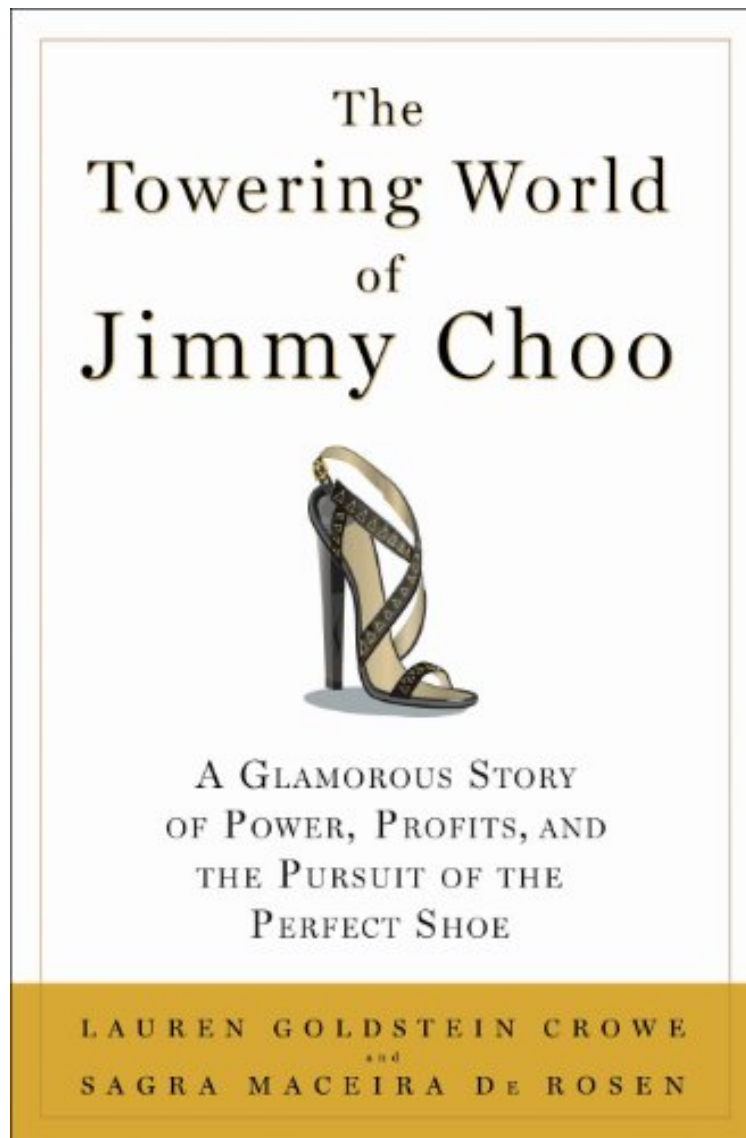


[Mobile ebook] The Towering World of Jimmy Choo: A Glamorous Story of Power, Profits, and the Pursuit of the Perfect Shoe

The Towering World of Jimmy Choo: A Glamorous Story of Power, Profits, and the Pursuit of the Perfect Shoe

Lauren Goldstein Crowe, Sagra Maceira de Rosen
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Lauren Goldstein Crowe, Sagra Maceira de Rosen : The Towering World of Jimmy Choo: A Glamorous Story of Power, Profits, and the Pursuit of the Perfect Shoe before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Towering World of Jimmy Choo: A Glamorous Story of Power, Profits, and the Pursuit of the Perfect Shoe:

1 of 1 people found the following review helpful. Waste of time
By Momma bear
Ah, ...the rich. How they live, and how they are soaked like WalMart junkies by brand names catering to their supposed uppity shopping choices. A shoe is a shoe as poor Jimmy wanted to believe. Anything can be taken to another level. However, when it's strictly for money and branding, it becomes rather pathetic.
0 of 0 people found the following review helpful. Five Stars
By Chloe
Exactly as described! Will purchase from this vendor again!
0 of 0 people found the following review helpful. Five Stars
By Customer
Very inspirational story! It is giving me ideas for my business and my book!!

The Towering World of Jimmy Choo is Sex and the City meets Barbarians at the Gate: the story of a London society girl named Tamara Mellon who launched one of the most talked about luxury brands in the world. More than simply a well-told tale of glamorous, troubled people, The Towering World of Jimmy Choo taps into America's seemingly insatiable appetite for luxury goods and examines an industry that has experienced explosive growth in just the past decade. Compelling to followers of both fashion and business, The Towering World of Jimmy Choo takes readers into a complex, rarified world as only seasoned financial journalist, Lauren Goldstein Crowe, and leading luxury goods equity analyst, Sagra Maceria de Rosen, can tell it. Millions of people now work in fashion, read the magazines and follow the key players--even if they can't afford the clothes. The story of how the Jimmy Choo brand got to where it is today is one of love, hate, sex, drugs, celebrity, power, money, intrigue and ambition. And every word of it is true.

From Publishers Weekly
Backstabbing and bitchery dominate this tale of woe from fashion journalist Crowe and Rosen, head of the Luxury Retail division of Reig Capital Group. Dreary writing hobbles what could have been an inspiring portrait of Jimmy Choo's rise from his humble origins (Choo started making shoes at age nine in Malaysia) to the company's astonishing success and sale for \$333 million in 2007. The story primarily follows Tamara Mellon, a socialite who convinced Choo to mass-produce his shoes, finally becoming president of the company. Despite an intriguing picture of the luxury trade in '90s London, where the supply of sexy shoes was almost monopolistically controlled by Manolo Blahnik, the details of the corporate in-fighting becomes repetitive and dull; by the time Jimmy becomes dissatisfied with the partnership and Tamara Mellon goes through an ugly divorce, readers are unlikely to care. It turns out that high fashion loses a great deal of its glamour when you examine the business nitty-gritty rather than the glitz. (Apr.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.
From Booklist
*Starred * As the world economy continues to reel, one burning question prompted by journalist Crowe and financial analyst de Rosen's riveting history of the ups and downs--and ups again--of the Jimmy Choo brand: Will there continue to be a market for high-end luxury goods? The answer is a toss-up among today's pundits. Then again, so is the response to the question posed first by the authors: Does Jimmy Choo represent a new business model for luxury brands--or was it simply in the right place at the right time? There is something Sex and the City--like about Jimmy Choo's rise to fashionista prominence: it's the tale of many machinations, many different owners (three in less than one decade), and clashes of outsized personalities, including Jimmy Choo (yes, he exists!), the Malaysian shoemaking talent; Tamara Mellon, the celebrity president (and her parents); Matthew Mellon, her former husband and an American banking scion--cum--party guy; and Robert Bensoussan, a farsighted CEO and entrepreneur--among dozens of other celebrities and characters. A fascinating, well-written chronology that draws a chillingly accurate behind-the-scenes portrait of a contemporary fashion brand. --Barbara Jacobs
Describe[s] the company's dizzying rise from the days when it was a hole-in-the-wall operation custom-making shoes for an elite clientele that included Diana, Princess of Wales. Then authors also present the colorful personalities and bitter squabbles--some quite domestic--that marked the rise of Jimmy Choo.
Cheryl Lu-Lien Tan, Wall Street Journal
Glamorous and intriguing...with all the juicy details that fashion insiders will relish.
Teri Agins, author of The End of Fashion
High drama. High stakes. High fashion. I just love this book.
Marisa Acocella Marchetto, author of Cancer Vixen and New Yorker cartoonist