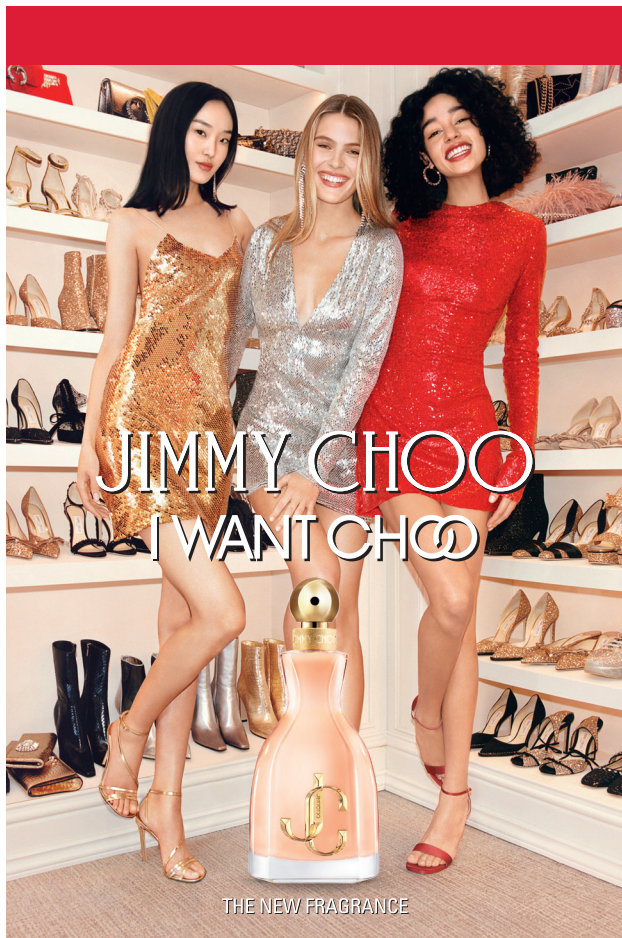




JIMMY CHOO

I WANT CHOO

LAUNCH
2020

FRAGRANCE CATEGORY
Floral Oriental

KEY WORDS

Playful. Feminine. Sparkling.

THE CONCEPT

Experience a sense of desirability, confidence, and glamour with the new Jimmy Choo fragrance for women. *I Want Choo* Eau de Parfum is a sparkling floral oriental fragrance infused with velvet peach and vanilla that gives way to a floral inflection of jasmine and red spider lily.

WHO IS SHE?

The *I Want Choo* woman is a decision maker with a feel-good spirit who is here to have fun. *I Want Choo* is the perfect accessory for a modern and glamorous woman.

THE PERFUMERS

Sonia Constant, Antoine Maisondieu, Louise Turner

THE FRAGRANCE COMPOSITION

TOP NOTES: Mandarin Juice, Velvet Peach

HEART NOTES: Red Spider Lily, Jasmine

BASE NOTES: Vanilla

THE DESIGN

The modern bottle design is shaped to reflect a feminine silhouette embellished with a jewel-like JC monogram. The subtle peach color of the fragrance embodies the contemporary modern look. The elegant bottle is topped with a gold spray cap with a hammered effect, echoing the craftsmanship of the brand. The sparkling red glitter box packaging gives high visibility and incorporates the JC monogram.



THE RANGE



3.3 fl. oz.
(MSRP \$118)



Eau de Parfum Spray
2.0 fl. oz.
(MSRP \$90)



1.3 fl. oz.
(MSRP \$65)



Purse Spray
0.33 fl. oz.
(MSRP \$28)



Perfumed Body Lotion
5.0 fl. oz.
(MSRP \$48)