

The people. The point of view.



THE BEGINNING

Jimmy Choo & Tamara Mellon

Jimmy Choo was founded in London in 1996 by Jimmy Choo and Tamara Mellon, growing from an East London couture-shoe reputation into a global accessories house. The current brand spans shoes, handbags, accessories, jewelry, eyewear and fragrance, with Sandra Choi a central creative figure in its development. Use 1996 as the brand founding anchor and model-specific retail/archive imagery for more precise dating. Jimmy Choo's official craftsmanship material describes design in London and hand finishing by artisans, with much production associated with specialist Italian factories; country and construction should be plausible for the exact product.

FOUNDED

1996

ORIGIN

London, England

WHY THE DETAILS MATTER

Style and size references on boxes, shoe interiors, soles or product labels can support exact-model identification. No brand-published universal unique serial/date formula was identified across every Jimmy Choo product, so verify what each number represents before giving it authentication weight. Before 'decoding' anything, identify what kind of identifier it is: RN/business ID, style/article number, size code, supplier/production reference, serial, date mark, season code, inventory barcode, RFID/NFC or digital passport. Different identifier types answer different questions and are not interchangeable. Read the Jimmy Choo care label literally before trying to date it.

Research and catalog observations are distinct. See the linked sources in this guide. Dates describe the cited records; a last recorded year does not establish a line closure.

An independent educational guide by Sui Generis. Unaffiliated with the featured designer; these references cannot establish an individual item’s authenticity.

Names, lines & relationships

Jimmy Choo

1996

Parent luxury accessories house

Women and men; shoes, bags, accessories and jewelry.

Jimmy Choo Fragrance

Fragrance category / specialist production system

Fragrance.

Jimmy Choo Eyewear

Eyewear category / specialist production system

Eyewear.

Jimmy Choo main house → fragrance and eyewear specialist categories. Shoes, bags, jewelry and men’s/women’s collections remain categories within the main house rather than diffusion labels.

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A story in chapters

1996

Jimmy Choo

House origins · Jimmy Choo & Tamara Mellon

COLLECTION CONTEXT

Jimmy Choo was founded in London in 1996 by Jimmy Choo and Tamara Mellon, growing from an East London couture-shoe reputation into a global accessories house. The current brand spans shoes, handbags, accessories, jewelry, eyewear and fragrance, with Sandra Choi a central creative figure in its development. Use 1996 as the brand founding anchor and model-specific retail/archive imagery for more precise dating. Jimmy Choo's official craftsmanship material describes design in London and hand finishing by artisans, with much production associated with specialist Italian factories; country and construction should be plausible for the exact product.

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04 / A WORKED EXAMPLE FROM OUR CATALOG

Read the label. Find the details.

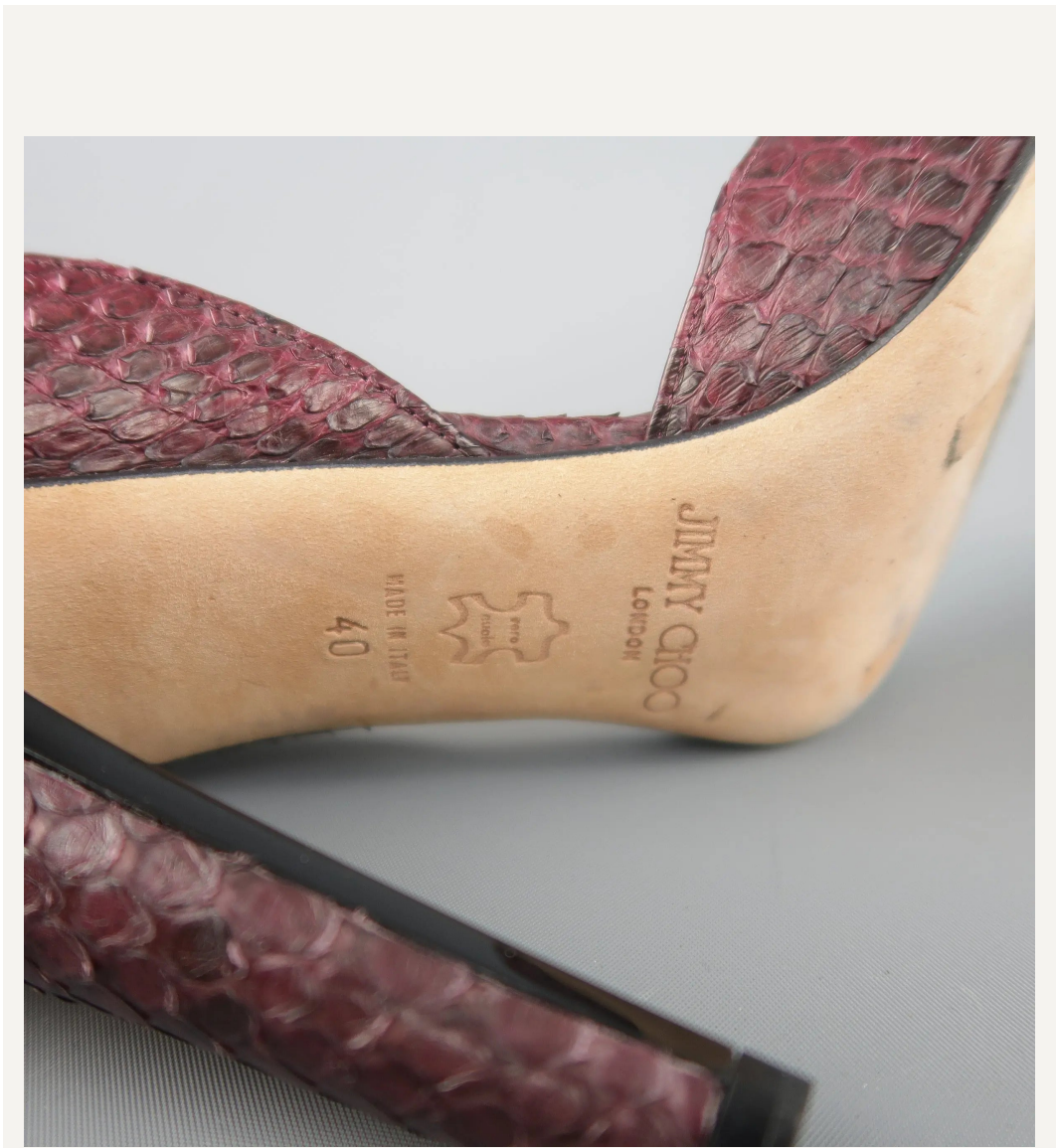


THE COMPLETE ITEM

JIMMY CHOO Size 10 Plum Snake Skin Ankle Strap Pumps

Marked size = the item’s original label. As a US company, Sui Generis lists a US size comparison; use the relevant brand/category chart and actual measurements to check fit.

THE LABEL / MARKING DETAIL



01 / WHAT YOU CAN READ

JIMMY CHOO · LONDON · 40 ·
MADE IN ITALY

02 / HOW TO USE IT

LONDON belongs to the branding; MADE IN ITALY is the manufacturing statement. Record them separately alongside the printed size 40.

03 / WHAT TO CHECK NEXT

The sole does not show a collection date. Request interior model markings and compare the shoe’s shape, heel and fastenings with documented examples.

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SOURCES / SEPTEMBER 2026 EDITION

Research & image credits

Based on the existing Sui Generis guide research and credited references. Catalog photographs are Sui Generis images. Brand names identify the subject; this guide is independent and unaffiliated. Share complete sheets with their credits and a link to the guide.

- https://us.jimmychoo.com/en/content/about-us.html

https://us.jimmychoo.com/en/care-and-repair.html

https://www.jimmychoo.com/vn/en_VN/content/our-history.html

https://www.jimmychoo.com/

https://suigenerisconsignment.com/products/jimmy-choo-size-10-plum-snake-skin-ankle-strap-pumps

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SIZING / HOW TO READ OUR CATALOG

Marked size & your US size

The marked size is the size printed on the item's original label. Sui Generis is a US company, so our catalog uses a US size comparison to help our customers shop. A US listing size may therefore differ from the number on the designer's tag; it does not change the item's original marked size.

READ THE SIZING SYSTEM

FR or F means French; IT, I or ITA means Italian; JP means Japanese; UK or GB means British; US or USA means United States. D or DE means German. EU (or UE on some labels) denotes a European size where the relevant brand and category chart uses it. French and Italian clothing numbers are not interchangeable, and a manufacturing country does not identify a sizing system.

JAPANESE & BRAND NUMBERED SIZES

Some Japanese designers use their own numbered sizes, such as 1, 2 or 3. These are brand sizes, not automatically US sizes or a universal Japanese conversion. Use the chart for the specific brand, line and item.

MATCH THE CATEGORY. CHECK THE MEASUREMENTS.

When a tag prints several national sizes, retain the brand's own size table instead of substituting a generic conversion. Women's clothing, men's tailoring and footwear need different charts. Letter sizes, denim and accessories also need their own fit information. Compare the original marking, the relevant chart and actual measurements. Vintage fit, alterations and cut can change the fit; a US comparison is a guide, not a guarantee.

If the sizing system or original marking cannot be confirmed from the available photograph, we say so rather than assigning a country or inventing a conversion.

REFERENCE READING

Nordstrom: designer clothing conversion reference

Maison Margiela: category-specific size guide

Yohji Yamamoto: measuring garments

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