

Headline **Add a little PEP in your step**  
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**WHO**  
 Jimmy Choo

**WHAT**  
 The Project PEP collection of tote bags, clutches, ballet flats, signature heels and flip flops (a first for the brand) designed to lend further support to the Elton John AIDS Foundation in funding the Simelela Rape Centre in Cape Town, South Africa. The brand's founder and president Tamara Mellon had worked with Elton in 2005 on a Jimmy Choo charity auction project "4 inches" for the first funding of the Simelela Centre.

A distinctive feature of this capsule collection is the new signature laminated canvas print of punk rock motif on selected Jimmy Choo hot designs like the Zulu clutch and the Loop heels. According to Mellon, the print is essentially a collage of the DNA



The limited-edition Project PEP collection of bags and shoes.

## Add a little PEP in your step

of Jimmy Choo that incorporates iconic hallmarks such as the exotic snakeskin, drawings of super high heels, rock and roll accents of grommets in leather, punk-era badges of Union Jack, scribbled phone number of their Bond Street store, graffiti and more. The edgy style is complemented with shiny leather finish with gold hardware and gold studs.

Jimmy Choo will donate 25 per cent of net sales to the Foundation to administer victims of abuse with the vital HIV preventive medication Post Exposure Prophylaxis (PEP) and provide the

for medical, counselling and legal support.

**WHY**  
 Glam rock is one of the key fashion trends for Autumn/Winter 2009. This on-trend collection offers a fantastic start to getting the look and, at the same time makes a contribution to a worthy effort to "provide a voice for under-privileged women in South Africa". The limited-edition collection represents the brand's passionate spirit and is bound to be a collector's item in due time.

**WHERE**  
 Jimmy Choo boutique in Suria, KLCC.

**WHEN**  
 Available only in November this year. Pre-order your desired pieces at the store now. Price upon request.

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The Zulu clutch reworked in the new laminated punk rock motif print.