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Lending a hand: Guests who attended the 72 PEP photography session at the Jimmy Choo outlet in KLCC.

Celebs gather for a good cause

Part of sales proceeds to go to Elton John AIDS Foundation

JIMMY Choo in Malaysia hosted an event recently to benefit the Elton John AIDS Foundation.

In conjunction with the worldwide social media campaign "You, Your Shoes and 72" to raise awareness in advance of the launch of the Project PEP collection, Jimmy Choo VIP customers, local celebrities and socialites joined in the 72 PEP photography session.

Among the guests were Atilia Haron, Rozita Ajmain, Tan Sri Othman Merican, Puan Sri Sylvia Merican and Raja Endon Mastura.

Project PEP is a vibrant capsule collection featuring a distinctive and collectible punk rock motif print representing Jimmy Choo's passionate and individualist spirit.

Jimmy Choo will donate 25% of the net sales from Project PEP to the foundation to support the Simelela Rape Centre in Cape Town.

The centre was set up in 2005 with the mission to administer victims of abuse with the vital HIV preventative Post Exposure Prophylaxis medication and provide the infrastructure for

medical, counselling and legal support.

The proceeds raised by Project PEP will enable the clinic to provide 24-hour access to the vital life-saving treatment that has to be administered within the first 72 hours of exposure to HIV.

The Project PEP collection of tote bags, clutches, ballet flats, signature heels and flip flops will be available in Jimmy Choo stores worldwide.

Jimmy Choo is located at Lot G43, Ground Floor, Suria KLCC.