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Choo with a cause

JIMMY Choo and the Elton John AIDS Foundation have just launched Project PEP to support the funding of the Simelela Centre in South Africa. The vibrant capsule collection features a distinctive and collectible punk rock motif print representing Jimmy Choo's passionate and individualist spirit.

This cause has a particular resonance for Jimmy Choo because of its support and empowerment of women.

Jimmy Choo will donate 25% of the net

sales from Project PEP. With this funding, the Elton John AIDS Foundation can directly support the pioneering Simelela Rape Centre in Cape Town that was set up in 2008 with the mission to administer victims of abuse with the vital HIV preventative PEP medication (post exposure prophylaxis) and provide the infrastructure for medical, counselling and legal support. – Alex Yip

The Jimmy Choo Project PEP Collection is available at Jimmy Choo, Lot G43, Ground Floor, Suria KLCC.



Phoenix

Witty



Filipa



Scarf