



LUCY Choi

A New Choo in town

Lucy Choi's luxury shoe range has already achieved something her uncle Jimmy Choo's never could: a high-street price tag... by CARI JOLAOSO

Lucy Choi's newly launched shoe collection has created something of a buzz in the fashion press. There are two reasons for this; firstly, every shoe in the collection is an absolute showstopper.

Made from a selection of snakeskins, suede, silk and leather, they are the kind of shoes Carrie Bradshaw would coo over in a Manhattan boutique window. Secondly, Lucy Choi is part of shoe-making royalty. She is the niece of legendary shoe designer Jimmy Choo, making her part of a shoe-making lineage that spans over three decades.

HUMBLE BEGINNINGS

Considering her interest in business and footwear, you would forgive her for taking the easy path by joining her uncle's empire fresh out of college. But Choi decided to start her shoe-making education outside the family.

"Fashion and footwear are part of my family heritage and I knew this ultimately would be my future. But I wanted to cut my teeth in the corporate world first. So I decided to start my career in a big corporation to understand all aspects of business." In 2002, Choi joined shoe company French Sole, eventually playing a major part in their international success. But after 10 years, she was ready to pursue her own path in the shoe business. Combining the business acumen she had acquired there and the design flair learned from Uncle Jimmy, she began building the foundations of her own empire, but with a slightly different model.

Choi's label, christened Lucy Choi London, would have all the luxury high-fashion elements her customers would expect, but with a more affordable price tag. "The ethos of affordable luxury is what makes us different from other shoe companies. We have strived to offer very competitive price points without compromising on design, materials, comfort and craftsmanship." High-end design Lucy Choi London's shoes were made by an international hands-on design team, who wanted to create a collection suitable for almost every important occasion in a woman's life. The trick has been starting with a signature design, the classic pointed heel, and embellishing it in over 30 different colour combinations, and three different heel heights.



The sheer variety of the range is astonishing, but the idea behind the template came to Choi a long time ago.

"I was inspired by a pair of simple, classic black heels that I was given on my 18th birthday. I have taken this shape as my inspiration and by careful selection of a wide range of luxurious fabrics, different heel heights and toe shapes, I have been able to create an elegant, timeless, sexy collection for all occasions."

Visit [WEBSITE](#) for more details