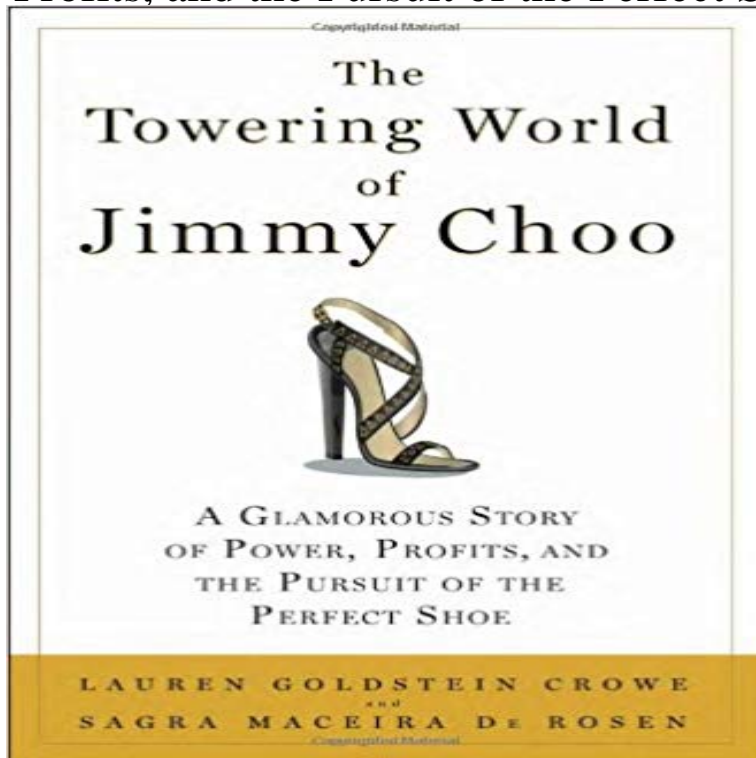


The Towering World of Jimmy Choo: A Glamorous Story of Power, Profits, and the Pursuit of the Perfect Shoe



A smart, sexy business book for the readers who made Trading Up a bestseller: the tale of a London society girl who built one of the most talked-about shoe brands in the world. The Towering World of Jimmy Choo examines the worlds seemingly insatiable appetite for luxury goods by telling the behind-the-scenes tale of one of the most talked-about brands of our age. Jimmy Choo was a London shoemaker with a few famous clients when Tamara Yeardye, a London society girl, convinced him to launch a factory-produced luxury shoe line. Twelve years later, Jimmy Choo is a household name, and Tamara still presides over what is now one of the most successful luxury brands in the world, worth some \$350 million. But along the way she was tested at every turn. The story of how the Jimmy Choo brand got to where it is today is one of love, hate, sex, fashion, finance, drugs, celebrity, power, intrigue, and ambition. And every word of it is true. Compelling to followers of both fashion and business, The Towering World of Jimmy Choo takes readers into a complex and rarified world.

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