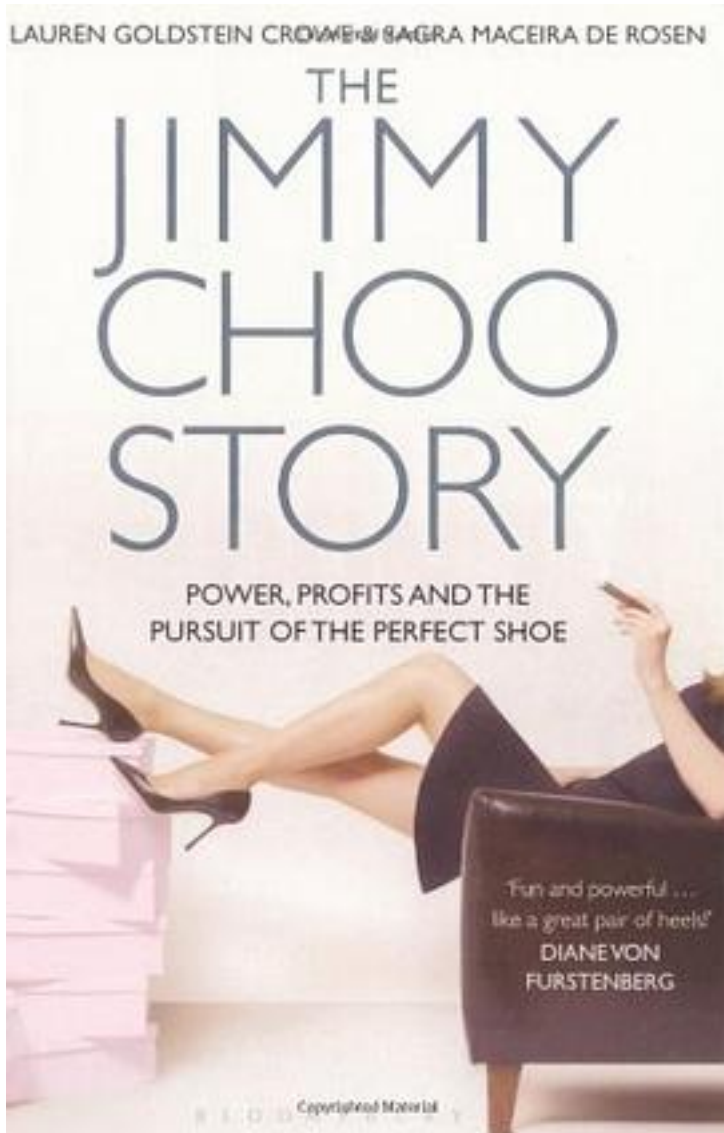


The Jimmy Choo Story



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出版者:Bloomsbury Publishing PLC

出版时间:2010-6-7

装帧:Paperback

isbn:9781408800850

Jimmy Choo was a London shoemaker with clients including Princess Diana 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 GBP220 million. She has become one of the best-known business women in the country, 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, controversy, fashion, finance, celebrity, power, intrigue and, above all, intense ambition.

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