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TAIWANESE FOOTWEAR STUDENT WINS DAY WITH SHOE GURU JIMMY CHOO IN UK

A Footwear Design student from De Montfort University (DMU) in Leicester, United Kingdom (UK) has won the chance of a lifetime to spend the day with the world's greatest shoe guru.

I Cheng (Nikki) Lin, 21, from Taichung City in Taiwan, met celebrity shoe designer Professor Jimmy Choo OBE when he visited DMU last week (12 November) to give a masterclass to the University's footwear students.

In recognition of her exemplary studentship and promise in footwear design, Nikki was chosen the winner of a full-day workshop with Choo at his Couture House in London, UK.

Choo said: "We want to give Nikki the idea of how the whole process of couture works from start to finish. We will show her what is important with the care of the client, and right through every stage of design and creating."

Nikki, who is in her final year at DMU, added: "It hasn't really sunk in yet that I am going to spend a day with one of the world's most iconic shoe designers. This is an opportunity any aspiring footwear designer would dream of, so I'm really thrilled that I have been given the chance to gain first-hand experience from someone who has been so successful within the industry.

"This will be a learning experience I'll never forget and I'm certain I will take away with me some invaluable advice that will help launch my career as a shoe designer."

DMU's unique BA (Hons) Footwear Design course is the only specialist footwear degree in the UK and has won support from Choo, who also holds an Honorary Doctorate from the University.

Dr Gerard Moran, Dean of Faculty of Art and Design at DMU, said: "We know that our students are among the best in the world at what they do. So it's truly inspiring for them to have the chance to meet someone who is known across the globe for his achievements in footwear and couture."

Commenting on why he was willing to give the masterclass for DMU's students, Choo added: "Education is very important. It is very important that everyone understands how much education makes a difference."

He has also recently delivered seminars at the British Council Education Fair in Taipei, Taiwan (24 – 25 October) where he talked about his career in fashion and shared his experiences of industry development in the UK.

Choo was born in Penang, Malaysia into a family of shoemakers, making his first shoe at only 11 years old.

His determination to follow in his fathers' footsteps and master the art of shoe design saw him arrive in London where he established his couture label in 1986. His made-to-order designs include an extensive range of bespoke handmade women's shoes, which are favoured by international stars worldwide.

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