



Brand
 Pimp'up accessory
 by Candice Maury
 My Pretty Wig
Models
 Addley Loulendo
 Candice Maury
 Dashikipom (The Dog)
Photographer
 Vincent Perego
Locations
 Museum Geneva
 Chez Ladurée Geneva



Pimp'up

by Candice Maury

PIMP'UP, the new accessory for women's shoes.

Candice Maury, is an inventor and designer, a blogger, model and stylist.

At the age of 16, although a good student, she left high school to create an organic fruit and vegetable stand on the Troyes market (FR). She took over the management of a ready-to-wear boutique in the seaside resort by doubling her turnover in the first month and then developed her customer experience in jewellery. She wears her first dress creation during the Miss France pays de Bresse competitions. Then dresses one of the Miss National finalists throughout the selection season.

Orders are coming in. At 21, Candice transformed her parents' garage into a sewing workshop. She opens her first showroom / workshop in a former pharmacy in Bourg-en-Bresse where she enhances the decor and develops a tailor-made artistic dress activity. Deciding to devote herself to creation and interrupting her marketing activity, she creates a blog and settles in Switzerland. Selected by M6, she turns for a fashion tv show competition "Les reines du shopping" and win, then parades at fashion weeks in Paris, Milan and London.

Writing an article on Swiss watchmaking, he came up with the idea of creating

a dress in watches. She proposed the project to Swatch, which immediately signed an exclusive 5-year contract with her. Looking for waders to spend her first deposit from Swatch, she can't find anything that matches her search, so she imagines and invents Pimp'up!



PIMP'UP is a finely crafted accessory for women's shoes. „I created Pimp'up first of all to meet a real need“, Candice says. „In addition to its usefulness, I wanted to create something that, much more than an accessory, could convey a message and sweep away all prejudices. May we give confidence

to women and bring us together. I can be a woman, sexy and elegant at the same time! I can wear whatever I want! That's why each of my labels comes with a secret pocket with a personalized note signed by me. Because I want each woman to know when she puts on my accessory that she is no longer alone, that she joins a community of strong, independent women who are able to move mountains! And in addition to the varied collection and in all materials and styles, we are developing a web app that will allow you to create your own accessory if your mind goes to creativity! Because in reality, when we dress, we convey messages to others. We show them a part of us. A piece of clothing can give us strength and confidence. When you're beautiful and dressed, you have your head up high and you could get the moon! And that's exactly what I want with Pimp'up. When every woman puts on my accessory, I want her to feel strong and good about herself!

The iconic Marilyn Monroe said : "Give a girl the right shoes and she can conquer the world" Or give her the right Pimp'up and she will devour it!".

