



# Put a Little PEP in Your Step

Jimmy Choo's killer stilettos help save the lives of rape survivors in South Africa.

April 1, 2010 By James Wortman

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In partnership with the Elton John AIDS Foundation, famed footwear designer Jimmy Choo launched the “Project PEP” collection ([jimmychoo.com](http://jimmychoo.com)) to raise funds for the Simelela Rape Centre in South Africa. Choo's shoes, bags and accessories aren't necessarily bargains (ranging from \$85 to \$995). But 25 percent of the collection's net proceeds provide victims of abuse in South Africa with post-exposure prophylaxis (PEP)—a regimen that reduces the risk of transmission if administered within 72 hours of exposure—we say they're worth every penny. Choo on *that*.

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<http://beta.docker.poz.com/article/jimmy-choos-hiv-rape-18195-7745>