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

In partnership with the Elton John AIDS Foundation, famed footwear designer Jimmy Choo launched the “Project PEP” collection (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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