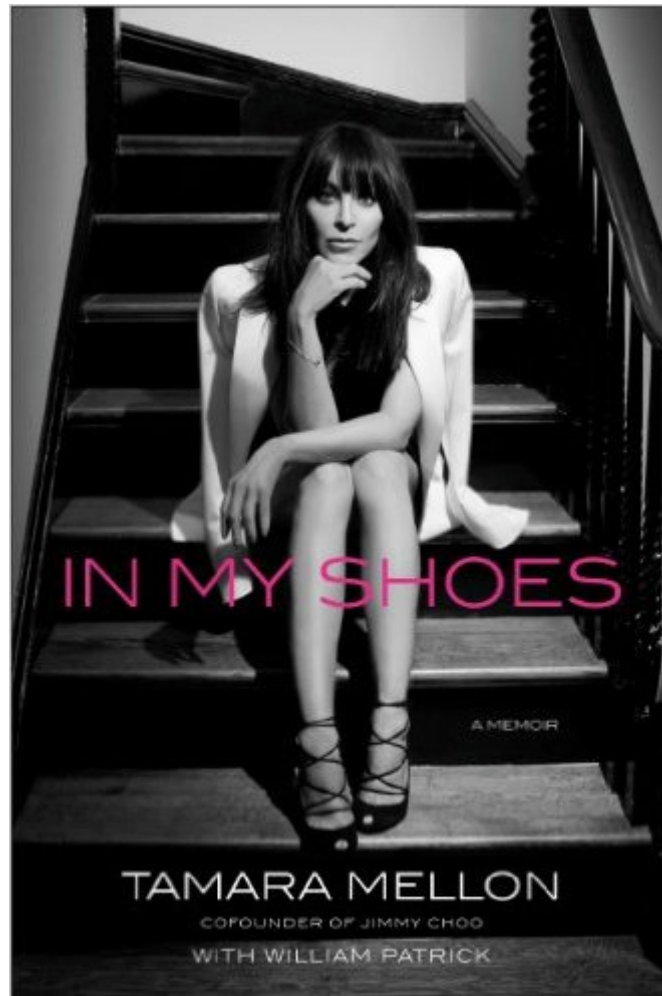


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In My Shoes: A Memoir



Synopsis

When Tamara Mellon's father lent her the seed money to start a high-end shoe company, he cautioned her: "Don't let the accountants run your business." Little did he know. Over the next fifteen years, the struggle between financial and creative would become one of the central themes as Mellon's business savvy, creative eye, and flair for design built Jimmy Choo into a premier name in the competitive fashion industry. Over time, Mellon grew Jimmy Choo into a billion dollar brand. She became the British prime minister's trade envoy and was honored by the Queen with the Order of the British Empire yet it's her personal glamour that keeps her an object of global media fascination. Vogue photographed her wedding. Vanity Fair covered her divorce and the criminal trial that followed. Harper's Bazaar toured her London town house and her New York mansion, right down to the closets. And the Wall Street Journal hinted at the real red meat: the three private equity deals, the relentless battle between the suits and the creatives, and Mellon's triumph against a brutally hostile takeover attempt. But despite her eventual fame and fortune, Mellon didn't have an easy road to success. Her seemingly glamorous beginnings in the mansions of London and Beverly Hills were marked by a tumultuous and broken family life, battles with anxiety and depression, and a stint in rehab. Determined not to end up unemployed, penniless, and living in her parents' basement under the control of her alcoholic mother, Mellon honed her natural business sense and invested in what she knew best: fashion. In creating the shoes that became a fixture on Sex and the City and red carpets around the world, Mellon relied on her own impeccable sense of what the customer wanted because she was that customer. What she didn't know at the time was that success would come at a high price after struggles with an obstinate business partner, a conniving first CEO, a turbulent marriage, and a mother who tried to steal her hard-earned wealth. Now Mellon shares the whole larger-than-life story, with shocking details that have never been presented before. From her troubled childhood to her time as a young editor at Vogue to her partnership with cobbler Jimmy Choo to her very public relationships, Mellon offers an honest and gripping account of the episodes that have made her who she is today. As Mellon readies herself for her next entrepreneurial venture, *In My Shoes* is a definitive book for fashion aficionados, aspiring entrepreneurs, and anyone who loves a juicy true story about sex, drugs, money, power, high heels, and overcoming adversity.

Book Information

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Customer Reviews

While I read about 3-6 books a week, both for work (in publishing) and pleasure, most of the books I read are history/biography/memoirs that are about people who have made substantial contributions to the world. I have a weak place in my heart for women like Slim Keith, C.Z Guest, Babe Paley, Mona Von Bismark, Wallis Simpson all the way down to Athenais De Montespan, Madame Du Barry and Eleanor of Aquitaine. So, this book seemed like it would be entertaining, and a fun read. I was NOT looking for any self-help or career advice in it. I don't know why anyone would. Having said that I must also say that I have almost NEVER written a review (good or bad) about a book I have read (either for work or for my own enjoyment) Now: Tamara Mellon and her "co-author" can't write well. Nor can they pull off making Tamara seem anything other than a horrid individual, albeit one who helped bring great shoes to the forefront of the world's attention. Unlike Andie Sachs in *A Devil Wears Prada* I give credit to the men and women who work in the fashion industry, and recognize it as an important business. I have met and worked with many strong, independent women who have struggled (in many cases during harder times than the 1990s when women had it difficult for many reasons), and usually these women are...eccentric, and can be downright rude, brusque or even mean. However, Tamara not only comes off as all of those, but she's one other thing...whiny. She comes off like a wounded bird who has built up anger for so, so, so many people (whose names she loves to drop) that she "wrote" this book possibly on the advice of her therapist for some sort of catharsis.

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