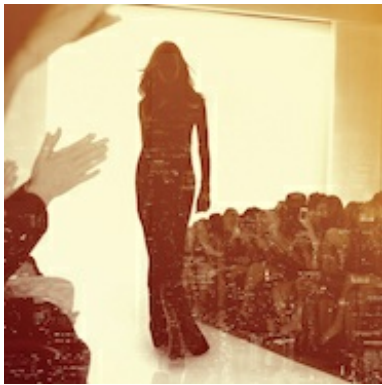


INTERNET

Michael Kors incorporates Chinese social media into fashion show livestream

September 10, 2014



Promotional image for Michael Kors spring/summer 2015 livestream

By STAFF REPORTS

U.S. fashion label Michael Kors is expanding its Mercedes-Benz Fashion Week All Access Kors livestream to a Chinese audience with the inclusion of a customizable campaign on Weixin and WeChat.

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Through the microsite, launched a week before the show, consumers will be able to watch the runway livestream and follow a feed of social content related to the show. Bringing consumers in with this branded platform will appeal to loyalists, who crave access to the fashion labels they follow.

Insider access

All Access Kors included an RSVP button, so consumers could add the event date and time, Sept. 10 at 10 a.m., to their Outlook, Google, Yahoo, Hotmail or iCal calendar.

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Six days prior to the show, Michael Kors launched a Weixin and WeChat campaign. Consumers could create their own personalized skyline by uploading their selfie, or writing their name, which is then shown in silhouette against the New York skyline.

Once the imagery is created, consumers can shake their device or swipe their screen to see different angles of the skyline.

In addition to streaming on its microsite, the entire show will be available on Weixin and WeChat.

The day of the livestream, content will be published to the All Access Kors microsite starting at 9:30 a.m. During the show, social media is aggregated using the hashtags #AllAccessKors and #MichaelKors.

Michael Kors has been livestreaming its show through its microsite for seasons, adding features to create a more immersive experience during the show ([see story](#)).

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