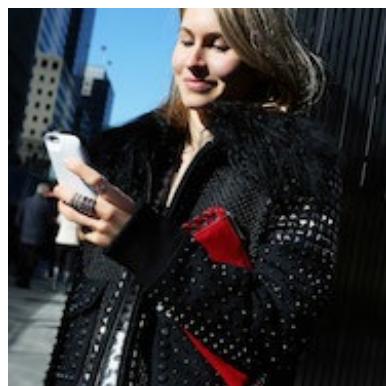


INTERNET

Michael Kors positions iPhone charger as fashion accessory

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Michael Kors campaign image for Duracell Powermat kit

By SARAH JONES

U.S. fashion label Michael Kors is appealing to the fashionista on-the-go with its promotions for its Duracell Powermat kit cell phone accessories.

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To highlight the functional capabilities of the cell charging accessories, Michael Kors created a social video and interviewed a number of fashion editors, who need their phones to stay juiced through long days of multitasking. Using these trend setters as ambassadors helps Michael Kors position these as a fashion accessory on top of tech gadget.

"Fashion editors and fashion insiders lead busy lives—they're constantly on the go and it's crucial to their work that they always be connected," said Lisa Pomerantz, SVP global communications and marketing at [Michael Kors](#), New York. "In that way, they represent the quintessential Michael Kors woman, someone who's fashion-conscious and tech-savvy."

"This product offers them the perfect combination of style and functionality."

Fashion meets function

The Duracell Power kits will be available exclusively through Michael Kors, both in its

monobrand boutiques and online, through Jan. 31.



Michael Kors Duracell Powermat kit

Michael Kors teamed with Duracell to create a powermat and PowerCase for iPhone users to charge remotely.

The new collection is inspired by the Michael Kors holiday collection and will launch during the season. This collaboration will likely spark the interest of consumers who are interested in always having battery power in their phone, but do not want to settle for any case ([see story](#)).

To introduce the cases once they became available, Michael Kors shared a social video across its accounts.

The one-minute film features a New York setting, showing a model getting out of a yellow taxi cab, while talking on the phone. An icon appears across the screen to show her battery life, which is at 100 percent.



Video still

Next, the same model is shown sitting in a chair getting her makeup done, again making a phone call. After giving a close up shot of her Michael Kors case, the same battery icon appears, this time reading 82 percent.

As she texts back and forth with Michael Kors – who wishes her luck with a show – and takes selfies, her battery drains further.



Video still

Before heading to the runway, she pops her phone on the charging mat. When the show is over, she retrieves her phone, which now has full battery life.

Embedded Video: //www.youtube.com/embed/bbHZotf2M3U

Power-up with Michael Kors

On social media, Michael Kors also shared a link to a blog post on its Destination Kors Web site. Here, consumers can shop the story, picking out one of four color and pattern options for their mat and phone.

The page features interviews with six fashion editors and stylists from the likes of Harper's Bazaar, Teen Vogue and Refinery29, paired with street style shots of them with their cell phones taken by photographer Phil Oh. The participants are asked why they can't live without their phone, when (if ever) they unplug and when they didn't check their phone for the longest time.

"We're at the very beginning of the fashion/tech convergence," said Marko Muellner, digital vice president and group director at [Edelman](#), Portland. "Tory Burch has made a series of beautiful FitBit accessories and now Michael Kors is entering the fray.

"For most people today, mobile battery life is an issue, especially for professionals who don't sit a desk all day," he said. "Fashion editors and stylists are not only always on the go, they are key influencers in the luxury marketing world."

"A stylish charging case and powermat is a smart and safe entry into high fashion tech and integrating respected professionals adds validation and authenticity."

Pairing up

Tech is getting a fashion makeover thanks to some strategic partnerships.

Department store chain Barneys New York is highlighting its forward-looking approach with the release of the Opening Ceremony and Intel wearable smart bracelet online and in select storefronts.

The smart bracelet will connect wearers' text messages and other notifications, and may

raise the profile of the technology. Barneys distinguishes itself from peers with exclusive access and may become a go-to place for technology-geared, affluent consumers ([see story](#)).

When launching the smart bracelet, Barneys kept the tone of its marketing akin to that of a fashion campaign.

"I think high fashion tech is a real trend but traditional luxury brands are not well-equipped to create new tech products from whole cloth," Mr. Muellner said.

"For now, I expect to see more brands partner with interesting connected device companies to create unique offerings," he said. "Not only does this make brands seem innovative and attentive to consumer's needs, it allows them to expand the value and service they provide."

During the holiday season, many brands market tech accessories as entry-level gift ideas.

French leather goods house Louis Vuitton created an online game mimicking the classic arcade game Block Breaker to boost traffic to its tech cases category on its ecommerce site.

Louis Vuitton's Technical Cases Retro Game uses the iPhone and iPad cases as the blocks in the game, meaning players are constantly seeing the merchandise as they play. By incorporating its entry-level products into a game and including large links to the entire selection, Louis Vuitton will be able to reach fans who may be making their first luxury purchase this holiday season ([see story](#)).

Michael Kors' entry-level tech accessory will likely spur gifting as well as self-gifting.

"I think the response will be positive and launching during the prime holiday shopping season is smart," Mr. Muellner said. "It's a great gift idea that will end-up on a lot of gadget buying guides.

"It's also generally unexpected and today, in our social media-driven media world, unexpected and useful can really drive buzz and even sell through."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/IEJZkXMILXs](https://www.youtube.com/embed/IEJZkXMILXs)