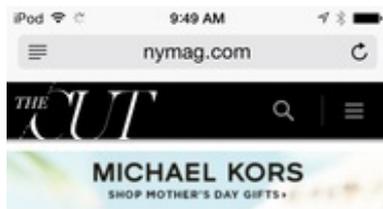


MOBILE

Michael Kors spurs consumers to shop early for Mother's Day

May 6, 2015



BEST BETS

May 5, 2015 8:47 a.m.

These Loafers Were
Made for Commuting to

Michael Kors Mother's Day ad on The Cut

By JOE MCCARTHY

U.S. fashion label Michael Kors is reminding readers of New York magazine's The Cut of their Mother's Day obligations through a mobile advertisement.

[Sign up now](#)

Luxury Daily

The straightforward ad invites readers to shop for sales on the brand's mobile-optimized Web site. Mother's Day, like many holidays, tends to approach unnoticed for many consumers, resulting in frantic last-minute shopping, so the mobile ad will likely be appreciated by those lost in the weekly haze who need a spur.

"Mother's Day can certainly stimulate last minute sales from a mobile ad," said Simon Buckingham, CEO of Appitalism, New York.

"Any holiday will generate more mobile sales over time as mobile devices are used more and more to conduct commerce transactions," he said.

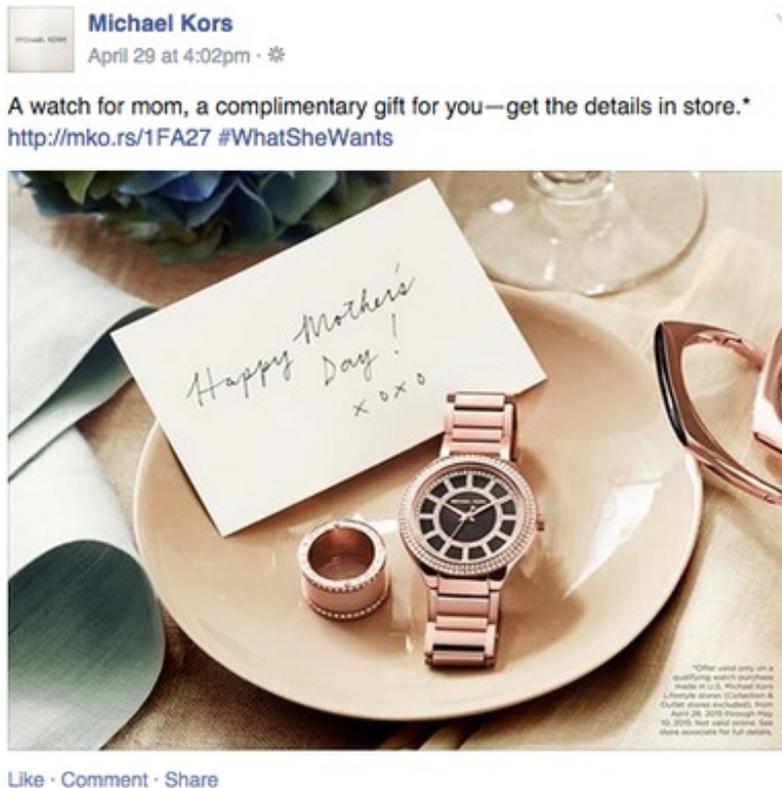
Mr. Buckingham is not affiliated with Michael Kors, but agreed to comment as an industry expert.

Michael Kors was unable to comment by press deadline.

Bonding time

Mother's Day is an important holiday for a fashion brand, as it bridges generational differences and can entice the interest of consumers who had previously avoided the brand.

A mother who receives a gift from Michael Kors, or a child or spouse who purchases a special gift from the store, may get exposure to the brand that leads to future interactions and even sales. Certain products, price points or the general atmosphere of the store can shed new light on previously unknown aspects of the brand.



Michael Kors Mother's Day Facebook post

On a simpler level, Mother's Day is a holiday that involves gift giving, and every relevant brand wants to get a slice of the inevitable market activity.

To make the brand top-of-mind, Michael Kors has been engaging fans on social media with Mother's Day suggestions.



Michael Kors

May 1 at 12:02pm · 🌐

Our cup of tea—a sweet-meets-chic Mother's Day brunch.

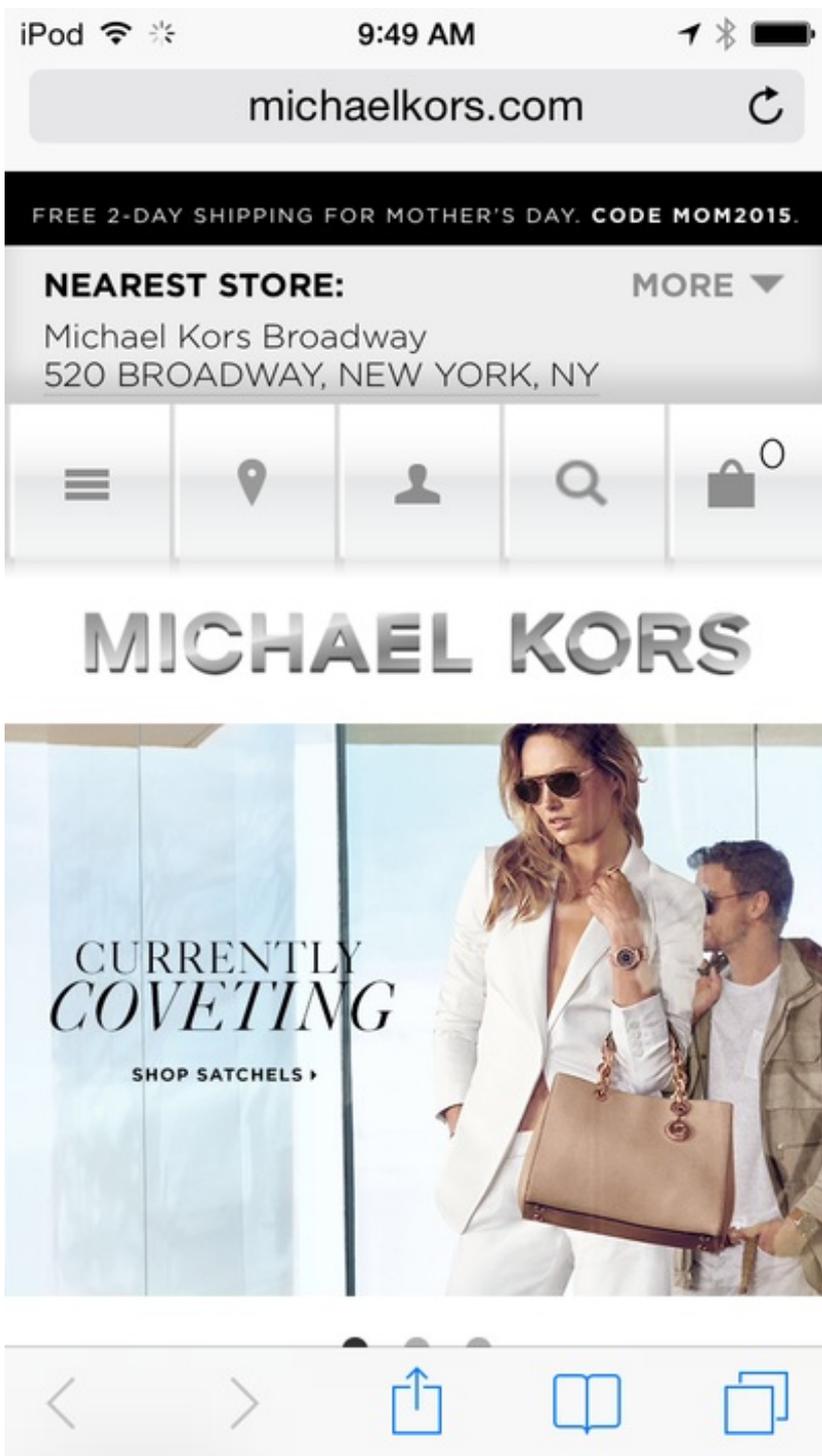
<http://mko.rs/1FC1A> #WhatsInYourKors



Michael Kors Mother's Day Facebook post

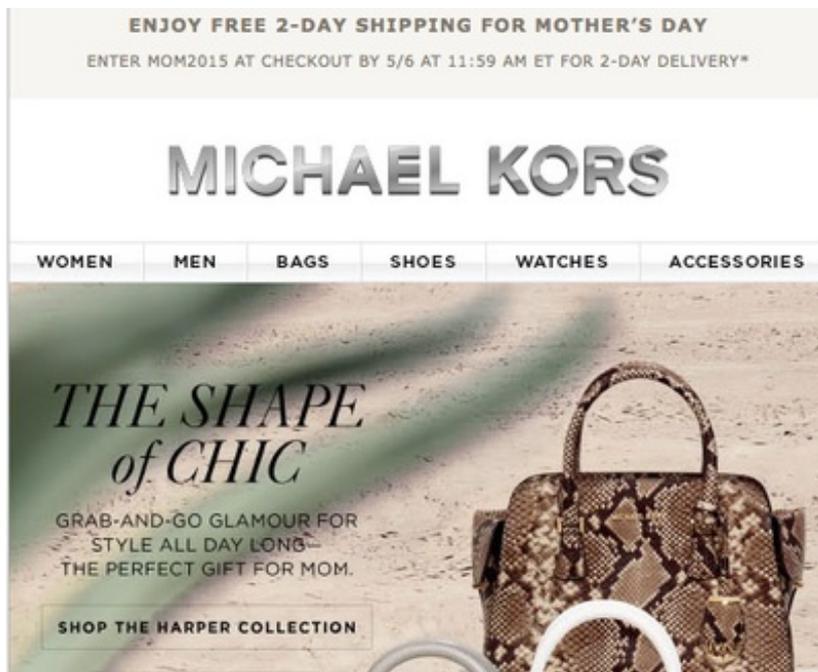
The brand also targeted the young, affluent audience of the fashion and culture blog The Cut. For many readers, the simple ad may act as a reminder. For others, it may catapult the brand to the top of the shopping list.

A click-through leads consumers to the mobile-optimized site with a special promotional code, letting consumers lead the way. A store locator also provides directions to the closest store.



Michael Kors mobile Web site

An email campaign is offering consumers free two-day shipping for the holiday. The email features benign, versatile choices for moms including handbags, wedges and gift cards.



Michael Kors Mother's Day email

Staying alert

Michael Kors has displayed adept holiday tactics in the past, leading to big revenue lifts.

For instance, in the quarter ending Dec. 27, 2014, Michael Kors' retail net sales were 37 percent higher than the same period for 2013, marking the 13th consecutive period of revenue growth for the company since it went public.

Large revenue growth was seen in Japan and Europe, while America reached a revenue of \$1.1 billion. For the 2015 fiscal year ending in March, the lifestyle brand is projecting total revenues of \$4.4 billion ([see story](#)).

The brand has also shown the plasticity needed to be globally effective.

Michael Kors created a new position within the brand to focus attention toward the South Korean market.

Hanjoon Kim, who goes by Michael, will lead the brand in South Korea as the president of Korea. Mr. Kim will help to oversee expansion and brand growth within the market place estimated to be worth \$4.5 billion and continues to grow ([see story](#)).

Final Take

Joe McCarthy, staff reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/LSeX1as0Z6s>

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