

MOBILE

Michael Kors launches WeChat platform to enhance shopping experience in Asia

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Chinese model Liu Wen in Michael Kors; the brand's WeChat platform gets to know consumers as individuals

By SARAH JONES

U.S. apparel label Michael Kors is making shopping more personalized for its consumers in Asia with a new CRM experience housed on social media application WeChat.

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Designed to merge the online and offline, the tool offers digital customer service touchpoints to be used both at home and in-store and offers benefits to members to spur bricks-and-mortar visits. Not only will this platform assist Michael Kors in delivering a customized experience to its consumers, but it will also enable the brand to learn more about its most engaged clients.

“Our Asian customers live a very digital lifestyle, and they’re always looking for services that go above and beyond—and particularly that help connect the online with the offline,” said Lisa Pomerantz, SVP global communications and marketing at [Michael Kors](#), New York. “When it comes to their experiences with a brand—both digitally and in stores—they expect more personalization.

“From the online WeChat/Weixin experience to the premium in-store personalized

services, we hope to provide our consumers with a full 360 experience through this new O2O application,” she said.

Personal touch

Michael Kors is one of the first brands to use WeChat's O2O platform.

The brand designed the WeChat experience to be multichannel. For instance, a feature allows consumers to search for a digital receipt for past purchases. This can then be presented in-store to provide a basis for associates to offer advice on product care.

Those consumers who opt-in will be able to get personalized fashion advice and in-store consultations based on their preferences and shopping habits.



Michael Kors O2O platform on WeChat

“WeChat/Weixin is a unique platform that is unparalleled in the world of social media,” Ms. Pomerantz said. “Through WeChat/Weixin we are able to create a direct line of communication with our fans and provide them with a unique brand experience.

“We envision WeChat/Weixin playing the role of being a fashion friend to our fans—the friend who can give you advice, inspire you but also understand you, know who you are, what you like and what you need at different times of the year,” she said.

Also giving a personal touch, customer service teams will be available eight hours each day on WeChat to assist with an individual consumer’s needs.

at the right time, we'll of course look into it."

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

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