

EVENTS/CAUSES

## Michael Kors expands Watch Hunger Stop campaign with new ambassador

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*Michael Kors will be working with Kate Hudson for the Watch Hunger Stop campaign*

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By STAFF REPORTS

U.S. apparel label Michael Kors is continuing the fight to end world hunger with new vigor now that its eponymous founder has been named a United Nations World Food Programme Global Ambassador Against Hunger.

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This recognition of Mr. Kors' efforts comes as the brand is reaching a major milestone with more than 10 million meals delivered to hungry children around the world. In order to rejuvenate its efforts and engage consumers Mr. Kors is partnering with actress Kate Hudson for the next development of the brand's Watch Hunger Stop campaign.

### **Hungry for change**

Michael Kors founded the Watch Hunger Stop campaign in 2013, aiming to end world hunger with the help of the World Food Programme. For each sale of a Michael Kors 100 series watch, the brand donates 100 meals to hungry children through the WFP.

The campaign has been successful, celebrating 5 million meals by the fall of 2014 ([see story](#)) and now bringing the total up to 10 million just one year later. Michael Kors will be introducing new initiatives this year to expand the campaign.



*Image from the Watch Hunger Stop Web site*

In October, Michael Kors and Kate Hudson will introduce the Bradshaw 100, two limited-edition styles of the Bradshaw watch that will provide 100 meals to children through the WFP. Additionally, in celebration of World Food Day on Oct. 16, consumers will have the opportunity to make donations to the WFP at Michael Kors stores.

Michael Kors has previously worked with other celebrities to promote the Watch Hunger Stop campaign. For example, the U.S. label upped its support of the United Nations World Food Programme by partnering with actress Halle Berry to raise awareness and design a watch line to benefit the organization in 2013.

The label kicked off its long-term partnership with the United Nations' World Food Programme earlier that year with cross-channel efforts and did the same in partnership with Ms. Berry. When designers front philanthropic programs, it can bring their personal values to light while showing consumers that their brand is not only in the business of selling products ([see story](#)).

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