

INTERNET

## Michael Kors uses model behavior to introduce festive fragrance collection

August 10, 2015



*Michael Kors Gold Fragrance Collection*

---

By SARAH JONES

U.S. fashion label Michael Kors is helping consumers primp for their next night out in a party-themed launch campaign for its Gold Fragrance Collection.

[Sign up now](#)

**Luxury Daily**

Presented as the ideal scent accompaniment to a shimmery outfit, the collection is introduced through a lighthearted social video that explains the “Golden Rules for Going Out,” acted out by a trio of models. Speaking to the habits of its stylish audience will help Michael Kors relate and connect with consumers in an entertaining way.

"Creating video content to support this fragrance launch is right on-point with the Michael Kors customers and target audience," said Brittany Mills, director of digital marketing services at [Mobiquity](#), New York. "I would suspect that Instagram is the leading social platform used by this audience and the campaign created fits with that persona.

"This campaign is a little different from typical luxury fragrancery campaigns in that it shows the brand in a more accessible way," she said. "The content is fun and on brand, but very relatable."

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

**Michael Kors** was unable to comment directly before press deadline.

Party essentials

Michael Kors' Gold Fragrance Collection includes three scents based on the varying types of the metal.

24K Brilliant Gold is described as "feminine and seductive," with notes of mandarin, florals and wood, while the more "tantalizing and hypnotic" Rose Radiant Gold has spice, floral and musk notes. White Luminous Gold is described as "sparkling and sensuous," with pear, jasmine and amber.

Model Carmen Pedaru stars in the print campaign for the fragrance. Shot by photographer Mario Testino, the effort shows Ms. Pedaru wearing stacks of yellow, rose and white gold colored bracelets that mimic the look of the bottles, likening the scents to glam accessories.



*Golden Fragrance Collection ad image*

For its digital effort, running on a dedicated page of its Web site and on social media, Michael Kors tapped models Grace Mahary, Jaquelyn Jablonski and Devon Windsor to illustrate eight rules to live by when going out.

The one-minute film opens with the rule to "Be fashionably late," showing Ms. Windsor

lounging in a white gold-colored robe texting on a similarly metallic phone. Her text that she is three blocks away appears on screen before she is shown casually filing her nails as time ticks by.



### *Golden Rule Be Fashionably Late*

Next consumers are told to “Accessorize, accessorize, accessorize,” as Ms. Jablonski piles on armfuls of yellow gold bangles, winking at the camera as she does so.

Ms. Mahary shows off the rose gold colored bottle as she sips rose Champagne and eats pastel macarons, showing the merits of a pregame.

The video continues with vignettes making suggestions such as “Practice your dance moves” and “Do the selfie test.” In each scene, only one of the metallics is shown, and each model is paired with a specific scent, giving each a distinct personality.

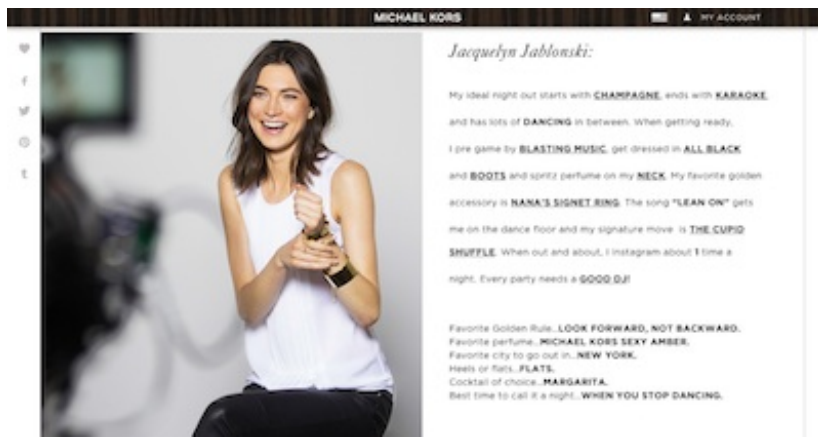
At the end is a call-to-action to #FlashYourGold.

Embedded Video: <https://www.youtube.com/embed/xjT19c0FpFI>

### *The Golden Rules of Going Out*

Below the video on the Web page, Michael Kors has separated out each rule into an individual clip. Consumers can pick the one that most speaks to them and share it on Facebook, Twitter, Google+ or Tumblr.

Consumers can also get to know the models better by reading Mad Libs-style profiles of their personal party preferences, from favorite drinks to fashion choices.



*Screenshot of Michael Kors Web site*

Consumers can also enter their contact information to receive a complimentary Michael Kors scented temporary tattoo bracelet, limited on a first-come, first served basis.

### Getting personal

Michael Kors has previously showcased the personalities of the models it works with through social content.

The fashion label's namesake founder showed his playful and humorous personality with a new series, Glamour Games.

In the video, Mr. Kors plays a game of fashion-themed Pictionary with model Gigi Hadid, who has walked in the brand's runway presentations. The humorous interactions between Mr. Kors and Ms. Hadid shines light onto their personalities outside of their work and shows the bond between designer and model ([see story](#)).

Fragrance is a very personal choice that reflects who a consumer is, something that Michael Kors has tapped into in previous campaigns.

The U.S. label continued to advertise its Sporty Sexy Glam fragrance and beauty collection through various social media platforms in order to reach a larger audience and continue the conversation with consumers.

Michael Kors brand plays off the theme of Sporty Sexy Glam by sharing various content showing the moods expressed by the three fragrances in the collection. By highlighting the differences in the collection it allows consumers to personalize their experience by finding a product that fits their personality ([see story](#)).

"This campaign is supported by great content that will help to organically promote the product," Ms. Mills said. "The target consumer is active on various social media platforms and this content is easily sharable so I see this as a obvious element to this campaign."

### Final Take

*Sarah Jones, staff reporter on Luxury Daily, New York*