

EVENTS/CAUSES

Michael Kors maintains charitable momentum with 10M meals delivered

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Models Candice Swanepoel, Lily Aldridge and Liu Wen for Watch Stop Hunger

By STAFF REPORTS

U.S. fashion label Michael Kors is honoring World Food Day on Oct. 16 through initiatives surrounding its ongoing Watch Hunger Stop campaign.

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Since 2013, Michael Kors' Watch Hunger Stop charity effort has raised funds and awareness to combat world hunger through partnerships with the United Nations World Food Program and its School Meals Program. Taking part in an ongoing charitable cause makes a brand's efforts seem more authentic and allows a brand to give back through social responsibility and civic duty.

Watching hunger stop

Beginning in April 2013, Michael Kors began its watch collection program for Watch Hunger Stop. This phase of the campaign saw the design of an exclusive timepiece that when purchased, funds would be allocated to feed 100 children in hunger-stricken areas ([see story](#)).

As of July 2015, Michael Kors has helped its WFP partners deliver more than 10 million school meals through the sales of its watch. In 2014, Michael Kors celebrates the delivery of its 5 millionth meal ([see story](#)).



Michael Kors' Watch Stop Hunger limited-edition watches for World Food Day 2015

"I'm very proud that through our Watch Hunger Stop campaign we've helped WFP deliver over 10 million meals to children in need. We couldn't have done this without the compassion and efforts of our fans and customers whose support of this important cause is inspiring," said Michael Kors, brand founder, in a statement. "I'm excited to see how much more we can do."

Now, for the month of October, in celebration of World Food Day on Oct. 16, Michael Kors is launching a new limited-edition watch, a microsite and Photo booth installations at select stores where consumers can personalize a T-shirt digitally with a message. An in-store donation program will allow consumers to donate directly to WFP as well.

The new unisex timepiece, the Bradshaw 100, is available in black or gold and features a detailed map of the world on its face and Mr. Kors' signature on the back alongside "Watch Hunger Stop" and "1 Watch = 100 Meals." Retailing for \$295, the watch will be sold exclusively at Michael Kors boutiques worldwide and online at michaelkors.com.

To amplify Michael Kors' message the brand has filmed a campaign video featuring models Lily Aldridge, Candice Swanepoel and Liu Wen wearing the personalized T-shirts.

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Role models: Join Candice Swanepoel, Lily Aldridge, and Liu Wen in the fight against hunger. Create your digital #WatchHungerStop t-shirt today. <http://mko.rs/3sb86>

Posted by [Michael Kors](#) on [Thursday, October 1, 2015](#)

The personalized message T-shirts will be available at select Michael Kors store locations between Oct. 1-18. Each shirt features the phrase "Today I want to" with a blank field for the consumer to fill in what he or she wishes.

When a shirt is uploaded to the watchhungerstop.com image gallery, Michael Kors will donate 50 meals to WFP, with a goal of 100 meals by the end of October.

Over the summer, the brand also announced actress Kate Hudson as an advocate for its Watch Hunger Stop campaign ([see story](#)).

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