

INTERNET

Michael Kors gets wrapped up in wrapping to underscore the season of giving

November 24, 2015



Michael Kors #JustBeacause, holiday effort

By STAFF REPORTS

U.S. fashion label Michael Kors is getting in the holiday spirit with a "wrap party" starring model Nina Agdal.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Michael Kors' #JustBeacause, a holiday gifting film, has been shared socially and is also featured on the brand's YouTube Channel. The 48-second spot shows Ms. Agdal wrapping presents and the antics that ensue as she goes overboard with excitement packaging Michael Kors gifts for everyone on her list.

Wrap star

The video begins with Ms. Agdal opening a gift from brand founder Michael Kors. As she opens the gift, Mr. Kors serves as a narrator telling a branded version of "Twas the Night Before Christmas."

Once Ms. Agdal receives her gift from Mr. Kors, she is inspired to begin wrapping presents for her family and friends. As Mr. Kors says in his voiceover, "Once she got wrapping, she just couldn't stop. But, when it's the holidays why not go over the top?"

This phrase begins Ms. Agdal's wrapping extravaganza where she is seen dressing her mantle with gold garland and wrapping different sized boxes in various prints of wrapping paper. She wraps and wraps, throwing presents underneath her Christmas tree.

At first she is seemingly wrapping expected gifts, but she soon takes a selfie of herself under mistletoe that is packaged as a present, feeling that she still doesn't have enough gifts to give. Similarly, she dumps a cooked ham right out of the oven and a plate of cookies and milk left for Santa into gift boxes.

She then goes as far as attempting to wrap the Christmas tree and stepping into a box big enough for herself to be inclosed. The final scene shows Ms. Agdal riding a hoverboard scooter while holding a stack of gifts and whistling "Jingle Bells" as she heads toward the tree.

Holiday Gifting with Nina Agdal | #JustBeacause | Michael Kors

Michael Kors has recently cast its model friends in video efforts that showcase personality and are more laid back than its typical campaigns.

For instance, Michael Kors' namesake founder showed his playful and humorous personality with Glamour Games.

In the video, Mr. Kors played 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 highlighted their personalities outside of work and shows the bond between designer and model ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.