

MOBILE

Michael Kors celebrates Lunar New Year with Chinese app debut

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Michael Kors Selma Bag with Monkey Charm

By STAFF REPORTS

Coinciding with Lunar New Year, U.S. fashion label Michael Kors is launching its first campaign on popular Chinese social photography application "in."

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On the app, the brand has created a series of stickers depicting a cartoon monkey on a world tour as well as popular handbag styles, which "in" users can add to their photos before sharing with family and friends. According to Michael Kors, this is the first time a luxury fashion brand has partnered with "in," giving the label visibility on a widely used platform during the important shopping holiday.

Monkeying around

"In" is China's biggest photo sharing app, with upwards of 60 million users. When using the app, consumers can transform their photos with stickers, tags, filters, prints and other editing tools before sharing on social media or via a message.

Michael Kors is now getting in on the action by creating 10 stickers for the app. These tie in with its Chinese New Year campaign, which followed the global travels of an animated monkey.



"in" x Michael Kors splash page

Consumers can incorporate the monkey and some of the brand's most popular handbag styles, including the Selma, Greenwich, Rhea and Sutton, into their photos. These also relate to Michael Kors' product assortment for the holiday, which includes a selection of monkey charms.



Michael Kors stickers for "in"

Branded tags can also be added using the phrase #MonkeyAround.



Instructions for "in" users, featuring the #MonkeyAround tag

With Lunar New Year just around the corner, retailers realize this is a chance to establish relationships with high-value clientele.

The Lunar New Year, which landed on Feb. 8 this year, is a big occasion for a number of countries around the world, but China is perhaps the most notable. It is no secret now that European and United States-based apparel brands and retailers rely heavily on Chinese consumers for business, so the upcoming holiday represents a major competitive opportunity ([see story](#)).

Showing the importance of Asian consumers to Michael Kors' business, the brand has launched service touchpoints specifically for the region.

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

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 ([see story](#)).

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