

APPAREL AND ACCESSORIES

Michael Kors leverages localized appeal for Line debut

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Michael Kors on Line

By STAFF REPORTS

U.S. apparel label Michael Kors is appealing to Japanese consumers with the launch of its official account on Line, the most popular communication application in the country.

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To celebrate its premiere on the platform, Michael Kors has teamed up with Japanese illustrator Yurie Sekiya to create a series of sharable stickers featuring an exclusive character, trend-setting fashionista DJ Michelle the Cat. These branded emojis will not only enable loyalists in Japan to share their affection for the label, but they will also spread awareness of the Michael Kors' positioning and image.

Lining up

Michael Kors' official account became available to those in Japan from May 24. After following the brand, consumers are prompted to download the free stickers created for the launch.

The sticker pack features the glamorous, confident imagined jet setter DJ Michelle the Cat, as she portrays emotions such as sadness or love. These can be added to users' conversations with friends on the app to punctuate their points and show off their style.

DJ Michelle is the result of a collaboration between the brand and Ms. Sekiya, allowing Michael Kors to reflect its brand image and aesthetic in a way that would be relatable to a young Japanese audience. For instance, DJ Michelle sports aviator sunglasses or holds a Selma handbag in the crook of her arm.



DJ Michelle the Cat sticker

The stickers will be available for a limited time, accessible until June 20.

Michael Kors will host events to celebrate its Line launch at its Ginza Tokyo store on May 27, its Fukuoka location on June 3 and its Kobe store on June 5.

The fashion label has made sure it has a presence in Asian markets by reaching consumers via local apps.

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

On the app, the brand 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 was 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 ([see story](#)).

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