

APPAREL AND ACCESSORIES

## Michael Kors limits social sharing of upcoming collection's looks

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*Michael Kors spring/summer 2016*

By STAFF REPORTS

U.S. fashion label Michael Kors is limiting how its pre-spring/summer 2017 presentation will be viewed.

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The brand has released a statement saying that it will only release five images from the collection, which will be available on the day of the show for editors to include in reviews and on social media. Michael Kors is included on the list of brands that have restructured their runway presentations to account for the see now, buy now trend.

### Limited access

In February, Michael Kors participated in New York department store Bergdorf Goodman's "Right from the Runway" event series. The program invited consumers to visit its store on set days to pre-order items seen during recent runway shows during New York Fashion Week.

Michael Kors, who presented Feb. 16, is taking the Right from the Runway concept a step further, similar to what Burberry, Tom Ford and others have done in recently, by offering items seen during its presentation via ecommerce as well ([see story](#)).



*Michael Kors fall/winter 2016 runway presentation*

In the aftermath of these changes, Michael Kors is now enforcing a social media ban ahead of its upcoming pre-

spring/summer 2017 on June 7.

Michael Kors will only share five images instead of the full collection, which has become the standard since the advent of digital media. The brand will maintain the social media ban until the pre-spring/summer collection hits stores in October.

The brand will send out its normal lookbook following the show, but retains that it's for editorial requests only.

Michael Kors' move is likely to help protect its upcoming collection from over-exposure and create anticipation for consumers.

"We feel our clients and fans will love getting a sneak peek of the collection as opposed to inundating them with too much imagery too soon," the brand said in a statement. "Ultimately, this is all about creating more excitement when the product is available."

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