

FRAGRANCE AND PERSONAL CARE

## Michael Kors jet sets to Caribbean paradise for passionate perfume debut

August 8, 2016



Michael Kors' Wonderlust campaign

By SARAH JONES

U.S. apparel label Michael Kors is sailing to the tropics for a free-spirited fragrance launch filled with romance and discovery.

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To introduce its latest scent developed with licensee Estée Lauder, Wonderlust, the brand captured a flirtation that leads to a spontaneous speedboat excursion. This campaign serves as the latest chapter in Michael Kors' jet set positioning, further connecting the brand to a sense of luxurious adventure.

"Michael Kors' concept for the campaign is to portray Wonderlust' and resonate with the deeper desire and fantasy women, young and mature, have in the way they perceive themselves when it comes to adventure, romance and a carefree spirit during their summer vacation travels," said Sebastian Jespersen, founder/CEO of **Vertic**, New York, and co-author of "**Entangled Marketing**."

"It's a great play for a luxury brand to play to this consumer insight and in correlation to seasonality, summer vacations, how their market is already thinking innately across generations," he said.

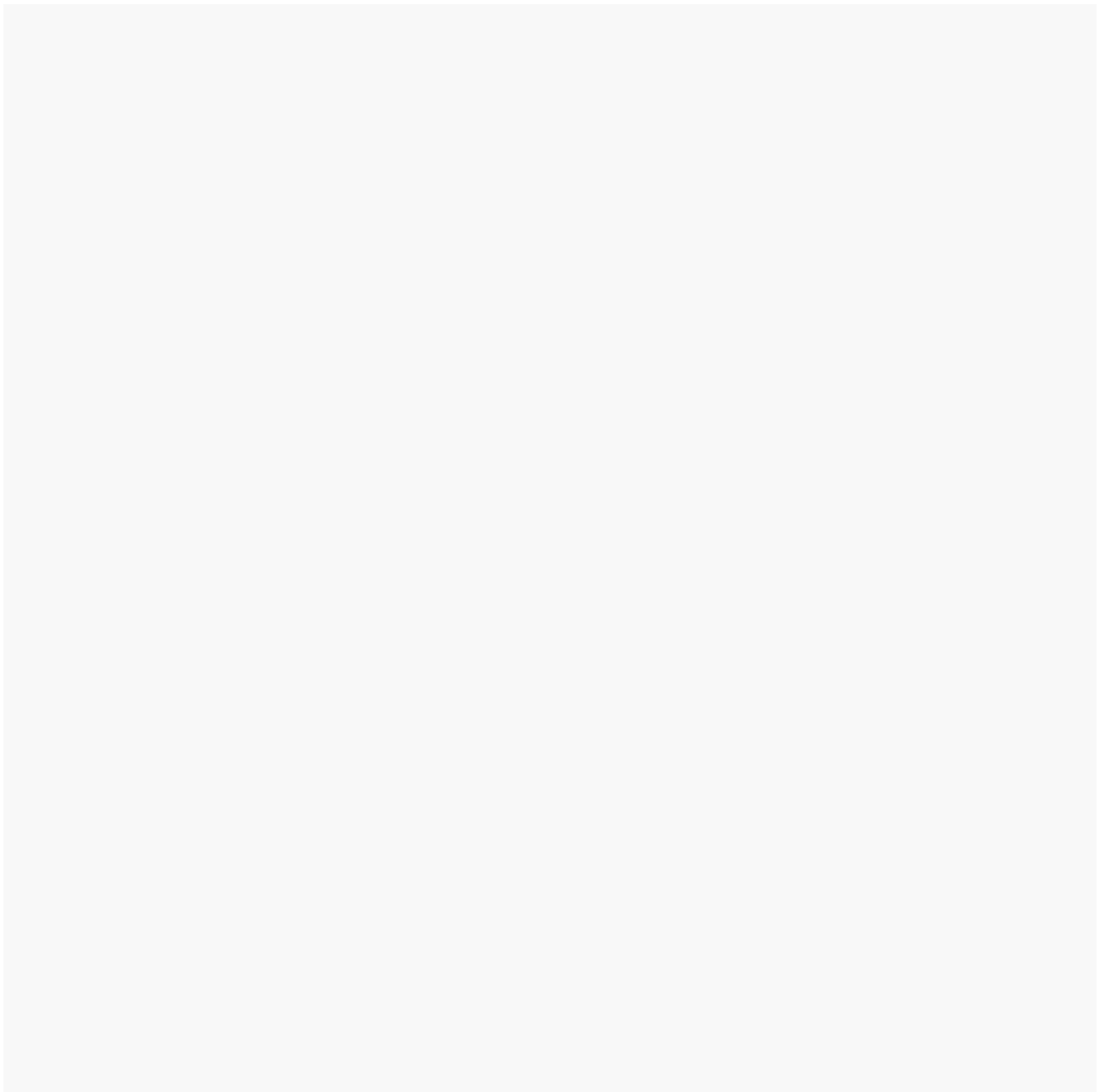
Mr. Jespersen is not affiliated with Michael Kors, but agreed to comment as an industry expert.

**Michael Kors** did not respond before press deadline.

Island excursion

**Michael Kors** teased the campaign's launch on Instagram with a series of behind-the-scenes shots of models Lily Aldridge and Wouter Peelen.

Taking advantage of the social platform's latest feature, the brand ran an Instagram Story about the campaign (**see story**). This ephemeral content appears at the top of followers' news feeds, allowing the brand to break through what is increasingly a crowded stream.



Stay tuned for more dance moves as we launch our latest project, featuring @LilyAldridge and @WouterPeelen1.  
#Wonderlust

A video posted by Michael Kors (@michaelkors) on Aug 4, 2016 at 11:54am PDT

The campaign shot by Mario Testino launched on the fragrance ecommerce page of Michael Kors' Web site.

After showing the blush and gold Wonderlust bottle against a glittering water backdrop, the campaign opens with a scene setting shot of a yacht cruising on an otherwise empty water.

A close-up shot of Ms. Aldridge catches the model as she makes eye contact with someone. As the camera films from her vantage point, the viewer sees Mr. Peelen leaning on the railing of the vessel.

After communicating without words, the pair finds each other at the back of the yacht. Surrounded by revelers, they pay no attention as they dance to music no one else seems to hear.

As the duo runs below deck, Ms. Aldridge lets her hair down and unties her companion's bow tie. The hop into a speedboat and sail to a deserted island.

Splashing up onto the beach in evening attire, the pair embraces amid the palm trees. Unconcerned with anything but each other, they do not notice that their boat is floating away.

*Wonderlust: A New Fragrance from Michael Kors*

A male voiceover reads the tagline, "Let desire lead the way."

On the brand's content site Destination Kors, consumers can explore behind-the-scenes images, including shots of designer Michael Kors with the campaign faces.

Wonderlust is described by the brand as being "all about the journey." The mix of floral and spice notes is meant to embody a carefree, chic lifestyle.



*Michael Kors' Wonderlust*

'Michael Kors is targeting women specifically between 24-34, as the campaign visuals and styling is featuring Lily Aldridge and Wouter Peelen as to appeal to the audience's desire to be modern, young and stylishly sophisticated,' Mr. Jespersen said.

"The concept message will effectively resonate with this segment as the brand is leveraging the key various digital touch points to tell this story such as their Instagram channel, online and the opportunity they have to enhance this further with creating snackable' lighter versions of content that can be widely distributed to drive awareness and key calls-to-actions to share, engage with supporting content or incite to buy/trial," he said.

"These include the opportunity Michael Kors has to distribute segment-specific campaign related content on Snapchat, etc. as to appeal to the millennial segment."

#### Travel diary

International travel is a common theme for Michael Kors marketing, with affluent modes of transportation featured prominently in ads and videos.

Michael Kors is promoting its men's and women's fall 2013 collection with an action-packed social video set in downtown Los Angeles.

The 60-second video highlights pieces from the new collection by showing the models in a high-energy sequence. The video inspired by the speed of New York gave the suspenseful feel of an action film and was likely to get consumers interested in the collection ([see story](#)).

Michael Kors improves personality visibility and brand experience through an editorially-based travel blog, Destination Kors.

Consumers can find insider travel tips, follow the designer and founder Michael Kors on his trips around the world and discover his inspiration from destinations on the blog. Launched in 2011, this served the brand's transition into a lifestyle brand rather than just apparel and accessories ([see story](#)).

"This campaign helps Michael Kors continue to build its brand as it is aggressively positioning itself as a luxury brand and appealing to a standard young, modern and sophisticated female segment whose definition of adventure and romance may not be too far off from the vision that Michael Kors has portrayed, for example, an escape in the Caribbean, sailing through and exploring the island and being desired," Mr. Jespersen said.

"For this type of effort, Michael Kors does a good job to combine related content such as articles and stories about the featured characters and calls-to-actions to purchase the fragrance," he said. "The opportunity to further enhance this campaign digitally is to create an even immersive experience that the audience can be part of, so that the brand is not just talking to its audience but doing something with its audience.

"The brand has an opportunity to further create a virtual Wonderlust Escape' for its users with corresponding content," he said. "In doing so, the brand not only addresses the insights it has about its audience with relevant content, but is already thinking ahead about the next engagement that will further entangle its brand with its user base to create awareness, engagement and brand ambassadors beyond the campaign itself."

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