

APPAREL AND ACCESSORIES

Michael Kors takes to New York streets for campaign series debut

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The Walk, fall/winter 2016; photography by Tommy Ton, courtesy of Michael Kors

By STAFF REPORTS

U.S. fashion label Michael Kors is walking the streets of New York to introduce its first street style campaign for its latest collection.

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Michael Kors' "The Walk" launched Aug. 21 and shows a quartet of diverse influencers in downtown New York. The campaign has also been repurposed as a shoppable hub on the Michael Kors' Web site, allowing consumers to interact with the advertising content and collection pieces.

Jet set street style

The Walk, the first street style campaign by Michael Kors, stars four trendsetters with very different personalities. The campaign includes singer/songwriter and CEO of Saint Records Solange Knowles, models Soo Joo Park and Nina Agdal and Princess Olympia of Greece.

Michael Kors worked with street style photographer Tommy Ton to capture each woman's individual character and personal style in a downtown New York setting. Seen in the campaign are Michael Kors' Brooklyn series and Isadore handbag styles as well as fall 2016 ready-to-wear pieces.

"Fashion is a celebration of individual style, and I've always thought of New York City as the ultimate runway," said brand founder Micheal Kors in a statement. "The Walk was a great opportunity for us to see our favorite new fall handbags through different filters.

"Style is so subjective," he said. "There's nothing more exciting to me than seeing my designs brought to life by different personalities."

Keeping its founder's excitement in mind, Michael Kors developed The Walk experience housed on its Web site.

To design the shoppable, influencer- and user-generated content page Michael Kors worked with creative agency Wednesday. **The Walk** experience page is powered by Sprinklr, a social technology platform, that enables consumer interaction.



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For this effort, consumers are encouraged to post their own street style ensembles wearing Michael Kors using the hashtag #SidewalkSpotted on Instagram and Twitter. Michael Kors will then select its favorites to be featured on The Walk.

In addition, Michael Kors will feature profiles and Q&As with the campaign stars on DestinationKors.com, the brand's editorial platform. Next month, Michael Kors will debut an experiential media partnership to further promote The Walk.

The first in a series, Michael Kors plans to continue The Walk concept for each upcoming season. Placing apparel and accessories into real life settings gives the brand a more approachable appeal that enables consumers to place themselves into the campaign.



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To give the campaign a physical point of sale, The Walk will be featured in the brand's The Kors Edit, a pop-up shop at 384 Bleecker Street come October. The showroom-like pop-up will highlight Michael Kors' Brooklyn handbag line and ready-to-wear pieces seen in the campaign.

Michael Kors' move toward street style is a departure from the expected, as the brand often takes a jet set lifestyle approach to its marketing efforts.

For example, Michael Kors sailed to the tropics for a free-spirited fragrance launch filled with romance and discovery.

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 ([see story](#)).