

JEWELRY

Michael Kors models versatility of wearable in personality-driven film

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Michael Kors Access smartwatch

By STAFF REPORTS

U.S. fashion label Michael Kors is showcasing the utility and aesthetics of its new smartwatch with help from two active influencers.

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The Michael Kors Access smartwatch, available starting Sept. 6, runs on Google's Android Wear platform, allowing wearers to sync their iPhone or Android device to the timepiece. Demonstrating the functionality of the tech accessory, Michael Kors tapped actress-singer-dancer Zendaya and model Martha Hunt for a playful video.

Fashion meets function

The Michael Kors Access watch was first introduced during watch show Baselworld this March ([see story](#)). The timepiece is part of the brand's new line of wearable technology designed to blend the brand's style with useful gadgets, including fitness trackers.

"Our customers love fashion and they're plugged in 24/7," said designer Michael Kors in a statement. "I think they'll appreciate having social connectivity and health and fitness tracking all within a great-looking accessory."

A digital watch face can be customized to suit the wearer's attire, transitioning with a swipe from a chronograph design to a pave crystal with animated sparkles.



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From the touchscreen, consumers can access social media updates, text notifications and email alerts. Other features include a built-in fitness tracker, app notifications and access to Google's smart help.

Made for both women and men, the watches have interchangeable wristbands in silicone and leather.

The watches, which start at \$350, will debut in 18 countries with a launch campaign across digital and print. Part of this campaign is a social video featuring two familiar faces.

In the film, the two women are seen interacting with the watch from the moment they wake up in New York. They text back and forth about workouts, track their activity at the gym or dance studio, locate addresses of restaurants and customize the look of their watch several times throughout the day.

Both spokesmodels end up at a glamorous party with Mr. Kors himself at the end of their busy day.

Zendaya and Martha Hunt / Michael Kors Access Smartwatch

As the smartwatch gets stylish redesigns from jewelers and fashion labels, brands are linking up with industry personalities to showcase the devices' appeal.

For instance, Swiss watchmaker Tag Heuer showcased the capabilities of its Connected timepiece in a fashionable way.

The brand partnered with British GQ on a short social video, which shadows the magazine's editor Dylan Bruce as he goes about his day in London. While Tag Heuer has previously aligned with sports stars and other personalities to promote the Connected smartwatch, this collaboration helped the brand market the timepiece as a functional, stylish accessory ([see story](#)).