

APPAREL AND ACCESSORIES

Michael Kors saves resort collection reveal for retail timeliness

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Michael Kors' resort 2017 campaign

By STAFF REPORTS

U.S. fashion label Michael Kors Collection is giving consumers the first look at its resort 2017 collection through a jet-setting advertising campaign.

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For the first time, Michael Kors limited the imagery published about its collection when it was presented to editors in June, ensuring a bigger reveal around the time the apparel and accessories became available for purchase in October ([see story](#)). With the rise in social media surrounding fashion shows, many designers are longing to return some of the intrigue to the time between presentation and retail.

Big reveal

Shot by Mario Testino, the resort ads show model Anja Rubik coasting along waves in a vintage speedboat. With only water behind her, the model could be anywhere, allowing consumers to picture themselves in the scene as they imagine warm weather destinations.

"Destination dressing is the best of all worlds," said the brand's eponymous designer Michael Kors. "This collection is about clothes for the slopes, the city and the beach, dressing that combines high-impact glamour and t-shirt ease.

"We released just a few images of the collection when we showed it to editors in June, so I'm excited that my customers are about to see something that is fresh and new."



Michael Kors resort campaign

Launched in September, the campaign will run in winter issues of titles including Vogue, Vanity Fair, Harper's Bazaar, InStyle and Marie Claire in the United States, Europe and Asia Pacific. Print buys for the resort effort will bring it to 37 countries, with additional out of home, digital and social media placements.

Michael Kors' campaign strategy is reflective of the industry-wide innovation surrounding fashion shows.

The Council of Fashion Designers of America's report about the role of New York Fashion Week spotlighted the industry-wide agreement on a need for change.

In the report, conducted in partnership with Boston Consulting Group, the CFDA does not endorse a single solution, but rather lays out a number of possible answers identified by designers, media and retailers. As the fashion ecosystem searches for "in-season relevancy," each brand will need to decide for itself which updated format is best for them ([see story](#)).

As brands look to create more immediacy, their marketing strategy is a key component.

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