

APPAREL AND ACCESSORIES

Michael Kors continues hunger appeal with social activism

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Models Chanel Iman, Taylor Hill and Romee Strijd for Watch Hunger Stop

By STAFF REPORTS

U.S. fashion label Michael Kors is gearing up for World Food Day Oct. 16 with a host of initiatives aimed at raising funds and starting a conversation around hunger.

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For the fourth year, the brand is launching its Watch Hunger Stop campaign for the World Food Programme, allowing consumers to do their part through purchases, donations and social posting. With actress Kate Hudson returning as the ambassador for the initiative, Michael Kors is again on a mission to eliminate hunger around the world.

Striking hunger

As in previous years, Michael Kors has designed a special watch for the cause, which features a world map on the dial and the brand's eponymous designer's signature on the case back ([see story](#)). These will retail for \$295 at Michael Kors stores and its Web site, with 100 meals donated to WFP for each timepiece sold.



Michael Kors Watch Hunger Stop watch and activity tracker

For the first time, Michael Kors has launched special activity tracker designs for the cause. Priced at a more accessible \$145, the bracelets for men and women will be sold only through the brand's channels, including its stores and ecommerce site, with each tracker purchase donating 100 meals to the WFP's school meals program.

Allowing consumers to wear their support, the mother of pearl face is embellished with a map of the world, while the leather band is embossed with the words "Watch Hunger Stop."

Similar to Michael Kors' other activity trackers launched this year, these connect to the wearer's cellphone through the Michael Kors Access mobile application, enabling them to view their steps taken, calories burned and sleep patterns.

Beginning Oct. 1, Michael Kors launched a branded Snapchat geofilter for the cause. When consumers visit any of the label's stores in the U.S., Canada or the United Kingdom and take a photo with the filter, 25 meals will be donated for each photo.



Michael Kors' Snapchat geofilter

Similarly, the brand will be giving out t-shirts at its stores internationally on the weekend of Oct. 15-16. By taking a selfie in the shirt and tagging it #WatchHungerStop, consumers will donate 25 meals.

Those who want to participate can also donate funds in-store or via text message.