

APPAREL AND ACCESSORIES

## Fashion and theater meet for Michael Kors' fashion week mobile efforts

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*Michael Kors and Taylor Hill for Kors Commute*

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By STAFF REPORTS

U.S. fashion label Michael Kors is sharing its fall 2017 runway presentation far and wide by livestreaming the New York Fashion Week show across a range of social platforms.

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For its Feb. 15 runway show held at Spring Studios, Michael Kors will livestream the event on its Web site as well YouTube Live, Facebook Live and Twitter, a first for a fashion brand. In December, Twitter introduced the ability to record live video in an immersive 360-degree format on its streaming application, Periscope ([see story](#)).

### Front-row seats

Livestreaming has become a mainstay at fashion weeks, but creating new ways to engage with consumers keeps the strategy fresh. One way to keep consumer interest is to bring the concept to a new platform.

"A live runway show is the ultimate combination of fashion and theater, two of my favorite things," Michael Kors said in a brand statement. "To be able to share that with people everywhere, and give them a front-row seat wherever they are and however they want to watch, whether at home, at their desk or on the go, is fantastic."

### *Michael Kors' fall/winter 2017 runway show*

Furthering the concept of accessibility, Michael Kors will continue its see-now, buy-now efforts for a third time. Michael Kors' "ready-to-wear, ready to go" includes a capsule collection of just-off-the-runway styles for fall 2017.

The edit of ready-to-wear, handbags and shoes will be sold at the brand's Madison Avenue and Bleecker Street boutiques in New York as well as online for United States consumers directly after the runway show.

For the first time, Michael Kors will also sell the capsule via Instagram. Michael Kors' Shoppable Street Style, an industry first according to the brand, shows fashion influencers wearing spring 2017 collection pieces in ecommerce-enabled Instagram posts.

Supporting marketing for the fall 2017 collection includes "Kors Commute," a mini Web series. Kors Commute features Mr. Kors in the backseat of a limo as he talks with industry insiders during New York Fashion Week.

The three video series includes a backseat cocktail with model and DJ Harley Viera-Newton, an early morning ride with model Taylor Hill and a jaunt with creative director of Marie Claire magazine and personal friend of Mr. Kors, Nina Garcia.

### *Michael Kors' Kors Commute*

Kors Commute launched Feb. 12 on YouTube, Instagram, Facebook and Twitter.

For more candid marketing Michael Kors will also use its Snapchat account for a backstage glimpse before, during and after the presentation via a takeover by Ms. Viera-Newton. A geofilter for Michael Kors NYFW has also been developed for guests of the show to use.