

APPAREL AND ACCESSORIES

## Michael Kors walks with influencers in new campaign tier

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*Michael Kors The Walk Celebration in Tokyo, Japan*

By BRIELLE JAEKEL

U.S. fashion label Michael Kors' "The Walk" campaign has reemerged with new faces, a model and actress, and a series of on-site and online activations to interact with fans.

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The latest tier of "The Walk" was celebrated at the Kors Edit Omotesando Store in Tokyo, Japan on April 6. Accompanied by photo filters and special Michael Kors x Fuji Silver Instax cameras, the event and campaign surrounding it is establishing a personal connection with fans and consumers.

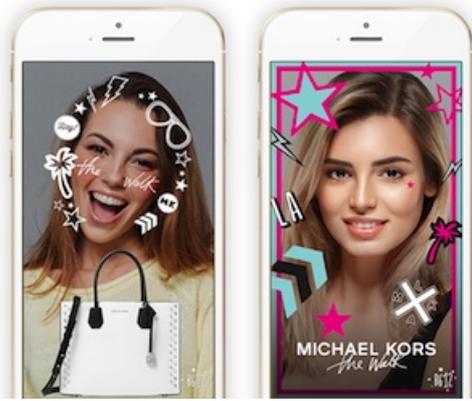
### Michael Kors marketing

As part of the campaign festivities, the Kors Edit store will be selling a special Michael Kors version of the Instax camera.

In keeping with the photography theme, during the event LINE Corporation partnered with the brand to create two new unique filters. The B612 selfie camera application featured the filters created by artist Daisy Emerson.

Ms. Emerson has also provided artwork for Michael Kors' global campaign. The filters feature a variety of shape illustrations such as a palm tree, stars and lightening bolts.

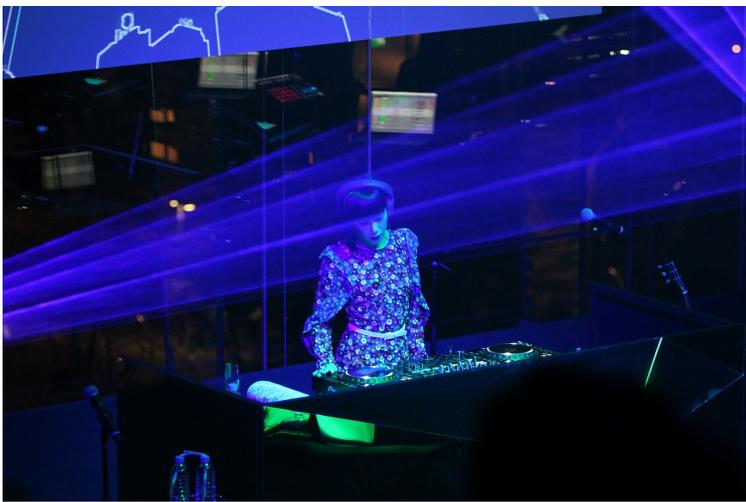
One filter includes a Michael Kors bag, and both include the words "The Walk."



*Michael Kors' B612 Filter artwork by Daisy Emerson*

Michael Kors' spring campaign features Japanese model Hikari Mori and performance artist Jillian Hervey of LION BABE. The two were available for meet-and-greets during the in-store celebration in Japan, afterwards a Billboard Live event was held.

Lion Babe headlined a performance at the after party.



*Michael Kors The Walk Billboard Live Celebration in Tokyo, Japan*

## The Walk

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

Michael Kors' "The Walk" launched Aug. 21 and showed a quartet of diverse influencers in downtown New York. The campaign was also repurposed as a shoppable hub on the Michael Kors' Web site, allowing consumers to interact with the advertising content and collection pieces ([see more](#)).

In a similar recent campaign, Michael Kors shared its fall 2017 runway presentation far and wide by livestreaming the New York Fashion Week show across a range of social platforms.

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 more](#)).