

ADVERTISING

Michael Kors travels across the pond for fall ads

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Image from the Michael Kors Collection fall/winter 2017 ad campaign. Image courtesy of Michael Kors

By STAFF REPORTS

U.S. fashion label Michael Kors is decamping for London in its fall/winter 2017 advertising campaigns.

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The efforts for the brand's ready-to-wear, diffusion and menswear brands all take place in the British capital, depicting models in travel diary-style photographs. With travel a central interest of the label's eponymous designer, the brand frequently looks to destination-driven campaigns to promote its apparel and accessory lines.

London calling

The Michael Kors Collection campaign finds model Edie Campbell lounging in the back of a vintage car.

In one frame, her leopard print coat and camel colored Bancroft handbag coordinate with the vehicle's caramel leather seats. The Bancroft, new for the season, was inspired by a market basket the brand's eponymous designer saw while on vacation in Corsica.

Other scenes find Ms. Campbell wearing other looks in the collection's color palette of tan, gold, grey and animal prints.

"This season, I was intrigued by the idea of strength and sensuality," said Michael Kors. "It's all about bringing out the best in every kind of woman."

For Michael Kors Mens, model Wouter Peelen is seen surrounded by hotel staff such as a top hatted doorman. Meanwhile, the brand cast best friends Taylor Hill and Romee Strijd to front its Michael Michael Kors campaign, capturing the models arriving in the city, playing off their natural chemistry.



Michael Kors Mens fall/winter 2017 ad campaign. Image courtesy of Michael Kors

The ads will debut in the U.S. and Europe in titles including Vogue, Harper's Bazaar, InStyle and Le Figaro Paris Chic. Across the Americas, Europe and Asia, the campaign will be broadcast in 34 countries.

Along with print, the campaigns will run in digital media, social channels and outdoor.

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

Shot by Mario Testino, the resort ads showed 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

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](#)).

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