

RETAIL

DFS, Michael Kors bring well-traveled positioning together in-store

August 31, 2017



Chinese actress Yang Mi modeling Michael Kors' Mercer handbag, exclusive to DFS for fall 2017. Image credit: Michael Kors

By JEN KING

LVMH-owned travel retailer DFS is embracing Michael Kors' jet-set lifestyle through exclusive products and in-store enhancements.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

This September, DFS' T Galleria locations will host an exclusive Michael Kors collection of men and women's apparel and accessories, including an edition of the Mercer handbag, which will only be found at DFS this fall. DFS often works with brands to curate duty-free shopping experiences because of travel retail's mass appeal to consumers making their way through airport terminals.

"The DFS customer is inspired by the thrill of discovery and certainly has an appreciation for the well-traveled life at the heart of Michael Kors' brand values," said Sibylle Scherer, president, merchandising and consumer marketing at **DFS Group**, Hong Kong.

"We're thrilled to be the only travel retailer who is bringing our customers this exclusive take on the Michael Kors story within in this space," she said.

"Travel is at the heart of DFS' customer experience. By celebrating travel and our unique destinations through AR and VR experiences, we allow our customer to create new and memorable journeys within our stores, while celebrating this exclusive collection."

Jet-set shoppers

The Michael Kors x DFS collection was inspired by the jet-set lifestyle often explored in the fashion brand's marketing.

Oftentimes, Michael Kors' campaigns feature private jets, yachts, high-end vehicles and helicopters to demonstrate that its consumer are always on-the-go. Michael Kors also draws from its origins in New York and the city's urban jungle vibe.



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

The DFS-exclusive will feature 14 pieces for men and women, including ready-to-wear, accessories, sunglasses and watches. Michael Kors' Mercer handbag will also only be found at DFS for the fall season.

Prices will range from \$38 to \$348 to ensure accessibility for all types of DFS consumers and Michael Kors fans.

Chinese actress Yang Mi has been brought on to promote the Michael Kors x DFS collection.

"We are thrilled to partner with DFS once again to bring Michael Kors' signature take on luxury to travelers worldwide," said John D. Idol, chairman and CEO of Michael Kors, in a statement. "The collection speaks to the desires of our customers today and reflects the style and sophistication that Michael Kors brings to the well-traveled life."



Michael Kors' Mercer handbag, exclusive to DFS for fall 2017. Image credit: DFS

To Mr. Idol's point, DFS has developed a first-of-its-kind augmented reality and virtual reality experience to bring Michael Kors' well-traveled sensibilities to the in-store environment.

DFS's experience, found at T Galleria shops, allows consumers to jet-set into its locations to discover different adventures inspired by Michael Kors' collection.

Via virtual reality, consumers can compete in two games where they travel to the "Pink Jungle." The experience allows for discovery of the exclusive collection and participants can enter for a chance to win a trip to New York.

DFS has also expanded the Pink Jungle concept to augmented reality. Consumers can capture the experience using a Michael Kors x DFS filter to share on social media.

"Gamification certainly entices customers to enter bricks-and-mortar establishments and promotes true involvement in the culture of a brand," said Laura Sossong, manager at [Boston Retail Partners](#), Boston. "Experiential elements are a key differentiator in today's competitive retail environment, as they create powerful moments that last long after a purchase."

Both experiences will be exclusive to six T Galleria by DFS locations in Hong Kong, Macau, Singapore and Hawaii. Michael Kors x DFS will be available will supplies last at 22 DFS and T Galleria locations in 13 countries beginning Sept. 1.

More than merchandise

DFS has been increasing its inclusion of omnichannel retail tactics to create memorable experiences for its consumers.

For example, DFS recently teamed with beauty marketer Este Lauder to transform fans into influencers with an omnichannel initiative.

The #BeautyAllNight campaign May 1-31 brought together in-store activations with digital touchpoints via Chinese messaging platform WeChat. Beauty marketers have embraced technology-enabled efforts to enhance traditional counter trials and experiences with great success ([see story](#)).

Also, T Galleria's spring 2017 campaign, "Love of Travel," featured British model Alex Libby and Hong Kong fashion blogger Cindy Ko. The pair was shown as they explored the maze of Venice's streets and canals.

From March to May, consumers could immerse themselves in the spring 2017 campaign at DFS' 17 airport and 18 downtown T Galleria storefronts, as well as online and on social media.

DFS' Web site, for example, featured a 360-degree video that transported viewers to Venice landmarks such as the Peggy Guggenheim Museum, Harry's Bar and T Fondaco dei Tedeschi.

In-store activations included window displays and photo opportunities to bring the spirit of Venice to life ([see story](#)).

"DFS is wise in adopting new themes and ideologies concurrent with the launch of new brands, as it allows them to continuously offer elements of 'surprise and delight,'" BRP's Ms. Sossong said. "This plays well in generating the interest of today's fickle consumer, and should be particularly effective in emerging Eastern markets."