

APPAREL AND ACCESSORIES

## Michael Kors picks Yang Mi as first brand ambassador

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*Yang Mi for Michael Kors 'The Walk. Image courtesy of Michael Kors*

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By STAFF REPORTS

U.S. fashion label Michael Kors has named Chinese actress Yang Mi its brand ambassador, building on its existing relationship with the personality.

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At a press conference in New York on Sept. 12, Michael Kors announced that the superstar would be making appearances at the label's events and would also star in brand campaigns. This appointment reflects the continued importance of Asia, and China in particular, for luxury labels.

New face

As Michael Kors' chairman and CEO John D. Idol noted during the press event, Asia is the most important region for the brand. Ms. Yang, with her more than 70 million followers on Weibo, is therefore a beneficial friend to have.

"Yang Mi is the perfect combination of smart and chic," said Michael Kors in a brand statement. "We're happy to welcome her to the Michael Kors family."

In addition to her acting roles, the superstar is known for her style, having been featured on the covers of the China editions of Vogue, Elle, Harper's Bazaar and Grazia.

In 2015, Ms. Yang was one of the faces of Michael Kors' Young China interactive exhibit in Beijing, and the following year, she was featured in the brand's Young Power event in Shanghai.

Last September, Ms. Yang sat front row at the label's spring/summer 2017 runway show. She also accompanied the brand's eponymous designer to the Metropolitan Museum of Art's Costume Institute Gala earlier this year, wearing a specially created design.

Most recently, Ms. Yang collaborated with Michael Kors on a campaign for DFS. As part of the initiative, the actress worked with the brand to develop an exclusive version of its Mercer handbag, which will debut in stores in September ([see story](#)).



*Tao "Mr.Bags" Liang and Yang Mi speak at the announcement of Yang Mi as Brand Ambassador for Michael Kors.  
Image credit: photo by Dimitrios Kambouris/Getty Images for Michael Kors*

Ms. Yang's first campaign as a brand ambassador will be for the ongoing series The Walk. This seasonal effort, shot by Tommy Ton, creates street style photography.

Photographed in London, this campaign will debut this fall.

At the press conference, in a Q&A with influencer Mr.Bags, Ms. Yang promised additional appearances. The ambassador also explained that what draws her to the brand is its combination of luxury and sporty aesthetics.

"Yang Mi is one of the most influential trendsetters in China right now," Mr. Idol said in a statement. "People love when she wears Michael Kors and we're excited to continue our relationship with her as our brand ambassador."