

APPAREL AND ACCESSORIES

Michael Kors swings into sports branding with golf sponsorship

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Charl Schwartzel is the brand's first golf ambassador. Image credit: Michael Kors

By STAFF REPORTS

U.S. fashion label Michael Kors is entering the world of golf thanks to its new sponsorship of champion Charl Schwartzel.

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Ms. Schwartzel, who won the Masters tournament in 2011, will become a new face of the brand. In turn, Michael Kors will dress him and sponsor his appearances on the golf course.

"Charl has reached the pinnacle of achievement in the game of golf and his exceptional career is the reason why he is the perfect ambassador for Michael Kors," said John D. Idol, chairman and chief executive officer of Michael Kors Holdings Limited, in a prepared statement. "Not only is Charl one of the most accomplished players on the tour but he represents the timeless values as well as the traditions of the sport.

"We are proud that he will represent us both on and off the course."

Golf ambassador

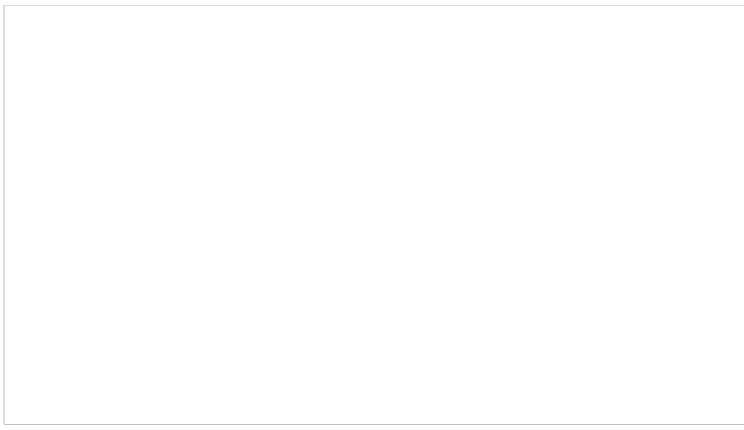
Michael Kors has made relatively few ventures into the world of sports. In 2016, the brand sponsored the McLaren F1 racing team, but that was all.

Now however, the brand is diving much deeper into sports branding by teaming with golfer and Masters champion Mr. Schwartzel.

Mr. Schwartzel is the brand's first golf ambassador and he will represent the brand on his many tours and competitive appearances, such as at PGA, Masters and more.

The golfer will be dressed in Michael Kors sportswear for all future appearances.

Michael Kors is likely feeling quite confident as it takes on this new sponsorship. The brand saw a total revenue increase of 6.5 percent after it successfully navigated the acquisition of footwear brand Jimmy Choo.



New Michael Kors stores have supported its retail revenue. Image credit: Michael Kors.

In the third quarter of 2018, ended on Dec. 31, Jimmy Choo contributed \$114.7 million to Michael Kors Holding's \$1.44 billion, after only being a part of the company for two months. Earnings per diluted share on an adjusted basis saw a 7.9 percent jump to \$1.77 a share, exceeding Michael Kors' expectations ([see story](#)).

"I am honored to be working with Michael Kors and representing one of the world's leading luxury brands," Mr. Schwartzel said in a statement. "Michael Kors Mens sportswear provides the perfect combination of fit, form and function while I'm competing.

"I'm also excited to collaborate with the company on the development of their sportswear, providing input on performance features to be incorporated into the line."

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