

APPAREL AND ACCESSORIES

Michael Kors celebrates its Middle East expansion with limited-edition

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Michael Kors expands with a new store in Dubai. image Credit: Michael Kors

By STAFF REPORTS

U.S. luxury goods maker Michael Kors is releasing a handbag design specific to the Middle East, as it continues to expand as a luxury provider.

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As the Middle East continues to grow with luxury consumption, Michael Kors is moving into Dubai and celebrating with a limited-edition. Starting this fall, a special Whitney bag design will be available in Admiral blue only in the Middle East.

Michael Kors in the Middle East

Michael Kors is leaning into the growth of the Middle East and its growth as a luxury maker by expanding its flagship in Dubai.

Within the Dubai Mall, Michael Kors is moving to a new, larger space.

It is at this store that the Whitney bag will be released, along with an exclusive event this November.



Michael Kors' Whitney bag. Image credit: Michael Kors

The Whitney is a new bag this year, featuring a distinctive "M" shape as its front exterior. The limited-edition bag features gold tone hardware and an adjustable leather and chainlink shoulder strap.

The fashion group is moving further into European luxury with its recent acquisition of Italian fashion label Versace.

Michael Kors Holdings has been in a race with Tapestry Inc. to create the next luxury conglomerate, as both groups have recently shifted from mono-brand companies to portfolios of like-minded labels. With Versace joining Jimmy Choo in Michael Kors' stable of brands, the group sees its revenues reaching \$8 billion in the long-term, aided by the ability to leverage synergies across its businesses ([see story](#)).

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