

APPAREL AND ACCESSORIES

## Michael Kors embodies New York style in holiday 2019

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*Michael Kors Mens depicted in holiday 2019 campaign. Image credit: Michael Kors*

By STAFF REPORTS

U.S. luxury goods maker Michael Kors is sharing its holiday campaigns for both its Michael and men's label.

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Inspired by New York nightlife, the campaign focuses on holiday party "glamour," says the label. Photographer Lachlan Bailey shot the campaign, featuring a group of friends showing up to a club in downtown New York.

Holiday 2019

Models Andreea Diaconu, Sohyun Jung, Baptiste Radufe and Roberto Rossellini are the faces of the 2019 holiday ad campaign, for Michael Michael Kors and Michael Kors Mens.

"The art-deco details and rich textures of the holiday fashion emphasize the glamorous nightclub sensibility," says Michael Kors of the campaign.



*Michael Kors' holiday campaign to be published in print. Image credit: Michael Kors*

Michael Kors' ads will debut this upcoming November, seeing print ads in winter issues such as *Vogue*, *Harper's Bazaar*, *InStyle*, *Elle* and *GQ*. All ads will run in the United States, Europe and Asian Pacific in 40 markets.

In addition to the print ads, digital assets will be shared, along with social media and outdoor media placement.

The fashion group recently moved further into European luxury with its 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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