

APPAREL AND ACCESSORIES

Michael Kors leverages cloud-based commerce for consumer-centric retail

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Michael Kors is looking toward cloud-based mobile POS. Image credit: Michael Kors

By STAFF REPORTS

U.S. fashion label Michael Kors is making its point-of-sale more flexible by partnering with a cloud-based microservices platform.

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Through a pilot program using Aptos One technology, Michael Kors is rolling out mobile POS capabilities that allow transactions to occur anywhere without needing store-based servers. As consumer expectations around in-store shopping change, retailers are evolving with them to offer service-focused technology.

"While the initial pilot deployment is focused on making the sale anytime and anywhere with a mobile device, ultimately we will be looking at how the Aptos One platform can create a foundation to innovate faster, unify and streamline core commerce and customer enablement capabilities, and differentiate the Michael Kors shopping experience in a way that is unique to our brand," said Dave Kardesh, chief information officer at Michael Kors, in a statement.

Point of sale

Michael Kors has an existing relationship with Aptos, having used its Aptos Store POS systems.

With this new mobile-centric solution, Michael Kors will be able to further customer engagement.

"When Michael Kors is evaluating technology investments, we ask ourselves if the potential innovations will improve the experience for our customers and our associates, and if it will empower our business to better adapt to change," Mr. Kardesh said. "When evaluating Aptos ONE, the answer to these questions was a resounding yes.

"We were impressed at how the Aptos One platform sits alongside and augments our current Aptos Store point of sale system to create a flexible, extensive and scalable technology ecosystem with a cloud-native, API-driven approach to deploying enterprise class software," he said.



Michael Kors stores are leveraging mobile POS. Image credit: Michael Kors

This move is the latest in Michael Kors' broader omnichannel strategy. A key part of this cross-channel retail experience

For instance, the brand made shopping more personalized for its consumers in Asia with a new CRM experience housed on social media application WeChat.

Designed to merge the online and offline, the tool offers digital customer service touchpoints to be used both at home and in-store and offers benefits to members to spur bricks-and-mortar visits. Not only will this platform assist Michael Kors in delivering a customized experience to its consumers, but it will also enable the brand to learn more about its most engaged clients ([see story](#)).

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