

APPAREL AND ACCESSORIES

Michael Kors decamps to France for spring campaign

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Image from the Michael Kors Collection spring/summer 2019 campaign. Image courtesy of Michael Kors

By STAFF REPORTS

U.S. fashion label Michael Kors is juxtaposing a lavish lifestyle with a feeling of ease in a campaign that depicts its idea of today's jet setter.

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Starring model Binx Walton, the spring Michael Kors Collection advertising effort takes place in a hotel suite at Le Negresco in Nice, France. Travel is a key pillar of the Michael Kors brand, which has manifested in campaigns in destinations around the globe.

"I wanted the images to capture the ease, confidence and irreverent attitude of today's luxury travelers," said Mr. Kors in a statement. "At a time when everyone is on the go 24/7, our Collection woman has already arrived."

France photos

Michael Kors' campaign was shot by photography duo Inez van Lamsweerde and Vinoodh Matadi.

In one image, Ms. Walton appears lounging in an ornate chair, with Michael Kors bags strewn around her. The campaign shows her wearing apparel that is globally minded, with designs that pull from inspirations such as surf culture.

Apparel features textiles ranging from florals and animal print to brocade. This is paired with accessories including hand-painted destination totes and beach club totes.

The ads are debuting in January in spring glossies, with placements running across digital, social media and out-of-home.

"I've always loved how fashion can lift your spirits," Mr. Kors said. "And this collection is all about optimism, romance and joy."

[View this post on Instagram](#)

Beach bound. #AllAccessKors #NYFW

A post shared by Michael Kors (@michaelkors) on Sep 14, 2018 at 10:12am PDT

Instagram post from Michael Kors

Michael Kors decamped for London in its fall/winter 2017 advertising campaigns.

The efforts for the brand's ready-to-wear, diffusion and menswear brands all take place in the British capital, depicting models in travel diary-style photographs. With travel a central interest of the label's eponymous designer, the brand frequently looks to destination-driven campaigns to promote its apparel and accessory lines ([see story](#)).

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