

INTERNET

## Michael Kors transitions to lifestyle with travel-inspired blog

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By RACHEL LAMB

American apparel and accessories designer Michael Kors is improving personality visibility and brand experience through an editorially-based travel blog, Destination Kors.

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Consumers can find insider travel tips, follow the designer and founder Michael Kors on his trips around the world and discover his inspiration from destinations on the blog. This could serve as the brand's transition into a lifestyle brand rather than just apparel and accessories.

"This does nothing more than establish him as a lifestyle brand, because that's what social media is all about, the whole idea of creating fans and having fans follow what you do and that kind of thing," said Lisa Holt, marketing director of DLS Hotels, Napa, CA.

"I recognize the technique here and I think it's smart on his part because he's needing to stay in front of his fan base and expand his fan base by letting everyone know what he's doing when he's travelling," she said.

"I wouldn't say he's late to the party, but I think he's trying to create that element."

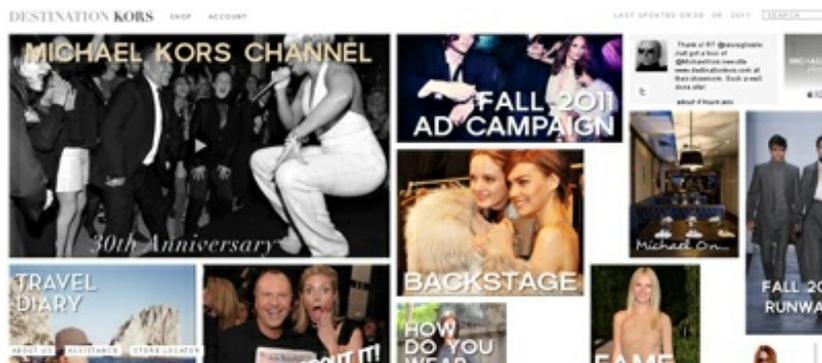
Ms. Holt is not affiliated with Michael Kors, but agreed to comment as an industry expert.

**Michael Kors** declined to comment directly in this article.

Living the lifestyle

The blog, found at <http://www.destinationkors.com>, is made up of multiple colorful boxes that detail runway collections, inspirations, diary entries, social media, news and style tips.

The content is curated by Mr. Kors himself, according to the brand.



*Destination Kors homepage*

The blog was first announced on the Michael Kors Facebook yesterday with a link to the microsite.

When on the site, consumers can simply roll their cursors over the different boxes to enable a pop-up feature.

The boxes feature style tips, videos and personal diary entries from Mr. Kors' trips around the world.

For instance, the brand celebrated its 30th anniversary via videos on the Michael Kors Channel.

This section showcases serenades from singers Bette Midler, Mary J. Blige and Idina Menzel and the anniversary party in New York and Paris.

Consumers can browse style tips from the designer as well as pictures of real-life women wearing Michael Kors apparel and accessories on the streets.

There is also a section on branded must-haves from the most current collection as well as fame frame which shows celebrities wearing Michael Kors collections.

The "Michael on..." and "Travel Diary" sections allow consumers to view the designer's favorite restaurants and shops from cities that he's visited such as Paris, New York and Big Sur, CA.



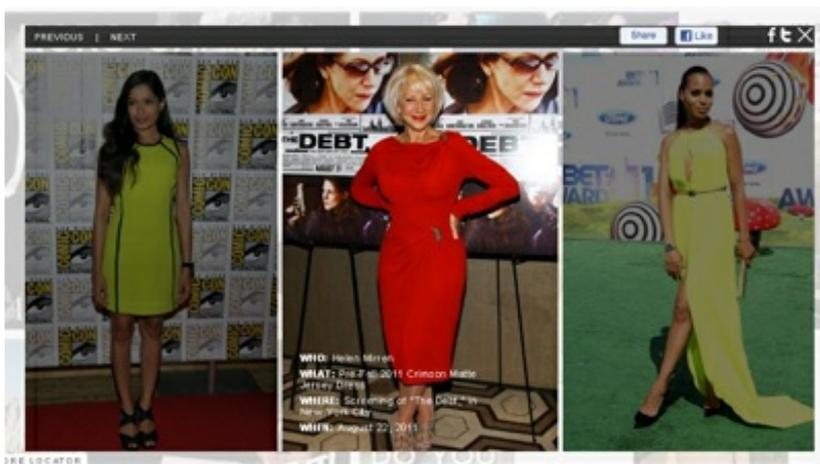
### *Michael Kors' travel diary*

Everything on Destination Kors can be shared via social media with icons at the top of the sections and users can see live updates from the brand's Twitter and Facebook accounts.

Users can explore campaign photos and watch the exclusive live-streaming Spring fashion show on the site during Fashion Week later this month.

### *Star struck*

Primarily just associated with comfortable yet well-made apparel and accessories, Michael Kors could be following brands that are making a foray into the lifestyle section of the luxury industry.



### *Celebrities wearing Michael Kors*

Other designers such as Diane von Furstenberg, Ralph Lauren and Giorgio Armani, that first started with just apparel and accessories, have moved on to bedding, glassware and other home collections so that consumers can fully immerse themselves in a brand.

For instance, apparel and accessories brand Tory Burch features the self-named founder and creative director's travel diaries, favorite items from the collection and other personal tidbits on the brand's Web site ([see story](#)).

Furthermore, some experts believe that creating and nurturing a brand personality should be the focus for luxury brands involved in social media, according to a speaker at the Luxury Interactive conference in May ([see story](#)).

This is especially true when brand founders and namesakes are still alive and showing their personalities.

“We are a culture that are star-followers,” Ms. Holt said. “So anybody who is a celebrity of any kind [is followed by] people who want to know more about where they are going and what they are doing and that kind of thing.

“Consumers care because if they feel like, if they are a fan of his work, they are going to want to associate with things that he likes associating himself with,” she said.

Final Take

*Rachel Lamb, associate reporter on Luxury Daily, New York*

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