

APPAREL AND ACCESSORIES

Michael Kors enlists real-life jet-setters for travel campaign

August 22, 2019



Michael Kors hosted influencers at the TWA Hotel. Image courtesy of Michael Kors

By STAFF REPORTS

U.S. fashion label Michael Kors is highlighting its travel-inspired fall collection with the help of global influencers to expand its reach.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The fashion label invited 20 influencers to the newly renovated TWA Hotel in New York to participate in a 24-Hour Michael Kors Jet Set Experience. By creating a multifaceted itinerary, Michael Kors is demonstrating how it fits into a glamorous lifestyle.

Fashionable travel

Michael Kors turned to the 1960s-era terminal-turned-hotel to showcase its fall 2019 Signature logo products, including trench coats, suits and handbags.

Influencers arrived to the hotel, which is located at John F. Kennedy Airport, via a Michael Kors-branded helicopter from Manhattan. The group of 20 included Camila Coelho, Lena Gercke, Tina Leung, Olivia Perez, Jessica Wang, Margret Rojas and Bianca Treger, among others.

[View this post on Instagram](#)

Flight status: chic. @TinaLeung #MKatTWA #MichaelKors

A post shared by Michael Kors (@michaelkors) on Aug 22, 2019 at 9:11am PDT

Twenty influencers participated in the campaign

Upon arrival, the women were gifted Michael Kors Access MKGO smartwatches before participating in a workout led by Dogpound New York instructors. Following the fitness class, the influencers enjoyed self-care activities including mini-facials, manicures and hair and makeup styling.

Lunch took place at the hotel's rooftop infinity. The Aqualilies, a professional synchronized swimming troupe, wore custom Michael Michael Kors Logo swimsuits for their afternoon performance.

During the evening, Michael Kors-themed cocktails were served at the hotel's lounge, which is a fully refurbished TWA propliner first built in 1958.

Michael Kors is also offering fans a taste of the jet setting experience with a Signature pop-up inside the TWA lobby. Open to hotel guests and visitors for a limited time, the pop-up includes a custom MK photobooth.

This is not the first time the brand has worked with influencers on an extensive campaign.

"The Walk," the first street style campaign by Michael Kors in 2016, starred a quartet of influencers. The campaign included singer/songwriter and CEO of Saint Records Solange Knowles, models Soo Joo Park and Nina Agdal and Princess Olympia of Greece.

Michael Kors worked with street style photographer Tommy Ton to capture each woman's individual character and personal style in a downtown New York setting. Seen in the campaign were Michael Kors' Brooklyn series and Isadore handbag styles as well as fall 2016 ready-to-wear pieces ([see story](#)).