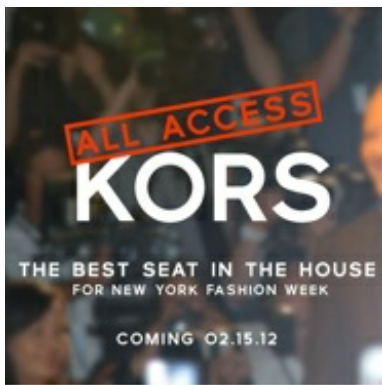


INTERNET

Michael Kors boosts runway show reach with digital campaign

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By KAYLA HUTZLER

Lifestyle brand Michael Kors is increasing the amount of time fans spend with its fall/winter fashion show through an interactive microsite and Pinterest component for its All Access Kors campaign.



The new microsite at <http://live.michaelkors.com> features the runway show that took place in New York earlier this week and allows fans to interact with the camera angles and save outfits from the models. Michael Kors has also created a special board on Pinterest highlighting his favorite moments and looks from New York Fashion Week.

"For the first time ever, Michael Kors was able to bring the most exciting event of the year to the broadest audience in an engaging, interactive and new way," said Lisa Pomerantz, senior vice president of global communications and marketing at **Michael Kors**, New York.

"Whether you watched from home or caught it on your mobile phone, everyone had the chance to feel the energy and experience of a Michael Kors fashion show as if they were at Lincoln Center," she said.

Front row seat

Michael Kors debuted its fall/winter 2012 show Feb. 15 during New York Fashion Week.

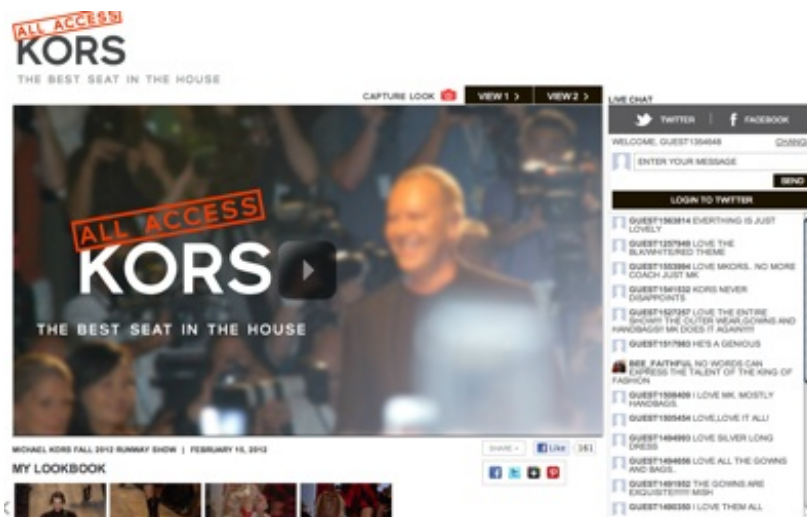
The brand live-streamed the runway show on the All Access Kors microsite and posted the video on the page later that night.

“I think it is a natural evolution of the live-stream fashion show experience,” said Michael Mirafior, associate director of integrated planning at **Zenith Media**, New York. “A few years ago, the first generation of such live streams offered a much more passive experience [and] there was nothing much to do other than simply watch the show.

“This Michael Kors microsite experience is particularly active, with users being able to change camera angles, chat and comment via social media and take pictures of models and looks,” he said. “The site design isn't particularly flashy and almost feels a bit generic, but it is very functional.”

Using interactive icons on the frame of the video player, fans can change the camera view and take snapshots of particular looks.

These snapshots appear in a horizontal bar underneath the runway video.



Fans can click on any of their captured looks, write a comment and share the look via Facebook or Twitter.

Additionally, any visitor to the microsite is given a “guest number” and can add to a consumer-curated comment section on the right-hand side of the screen as they watch the video.

Users can also choose to sign-in to their Facebook or Twitter accounts and leave a comment under their respective user names.

Visitors can also change their given guest number to a name of their choice.

By giving fans a chance to comment without signing in to a social media network, Michael Kors is making the site interactive to all viewers and not just those with a social media account.

"We're reaching two groups: the millions of people who aren't at the show but want the opportunity to experience it, as well as those who are interested in these innovative

initiatives and what they bring to the digital landscape," Ms. Pomerantz said.

Pining for Kors

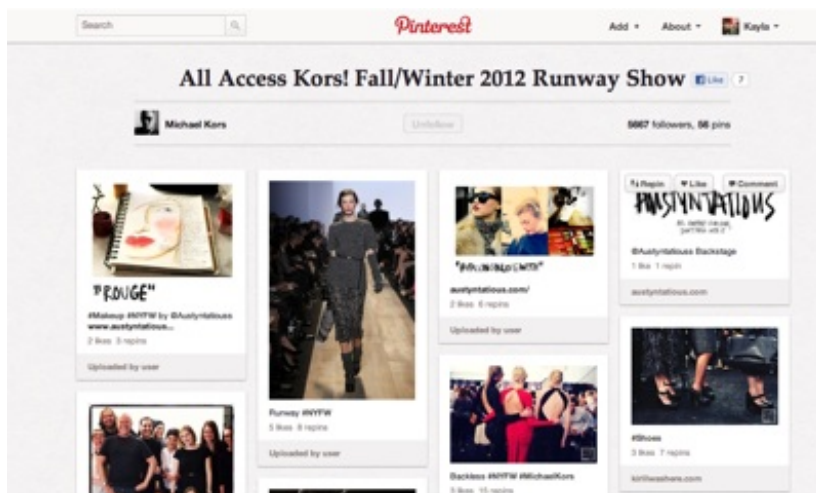
Michael Kors has also taken the conversation over to Pinterest.

The brand has created a specially-curated All Access New York Fashion Week pinboard on the emerging social media site.

The board offers a twist on the normal behind-the-scenes video or photo album.

Images include looks from on the runway, hair and make-up shots and up-close looks at the accessories.

Michael Kors has also included photos of notes and sketches by Mr. Kors and pictures of the team that put the show together.



Additional pictures include shots of celebrities and fashion editors in the front row and what the event space looked like before attendees began showing up.

"Pinterest, like Tumblr and Instagram before it, is exploding in popularity with the fashion set," Mr. Miraflor said.

"It is important for progressive brands such as Michael Kors to integrate Pinterest functionality in a strategic, simple way that will benefit users and offer them value versus simply integrating a Pinterest sharing button because it is possible," he said.

Pinterest users can also add their own photos to the Michael Kors pinboard with their favorite snapshots from the runway show.

Michael Kors is using its highly-popular Facebook and Twitter accounts to help drive traffic to Pinterest.

In fact, Michael Kors was one of the top trending topics around the world on Twitter after his show.

The brand is engaging a large amount of consumers through its Twitter account, with the handle @michaelkors having 522,704 followers at press deadline.

By linking to the Pinterest board from its major social media accounts, Michael Kors likely increased the amount of followers on its newer Pinterest account and extended the

reach of the pinboard beyond Pinterest users.

“The ability to share is a great start,” Mr. Miraflor said. “Michael Kors has an impressive following on Pinterest, so it will be interesting to see how consumer-curated images from his live stream will affect his core business.

“For example, will a particularly popular item pinned from the runway show result in increased production or distribution?” he said.

“I would like to think there is long-term strategy and thinking behind such integrations, as ecommerce continues to boom and data from social media has the power to intelligently affect sales and service.”

Final Take

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