

APPAREL AND ACCESSORIES

# Fall marketing push from Michael Kors

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The label is enlisting an all-star cast for its new marketing push. Image credit: Michael Kors/Lachlan Bailey

By ZACH JAMES

U.S. fashion label Michael Kors is going all in with its latest seasonal advertising endeavor.

Multiple fall/winter 2025 campaigns from the Capri-owned house drop this month: first up, marketing staged on the runways of New York features the high-end line Michael Kors Collection. Meanwhile, new visuals from the accessible lifestyle brand target younger consumers, bringing viewers to the streets of Rome using global brand ambassadors American actor Logan Lerman and British musician and actress Suki Waterhouse.

QUOTE said Chris Ramey, CEO of [Affluent Insights](#), Palm Beach.

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

## Casting a wide net

The first portion of the fall/winter campaign, titled "Dgag Chic," serves solely to spotlight the clothing collection, enlisting an up-and-coming talent within the luxury space as its face.

Brazilian-New Zealand supermodel Angelina Kendall stars in the stills and short film, which were shot by Dutch-American duo Inez van Lamsweerde and Vinoodh Matadin and directed by German filmmaker Philipp Paulus. Imagery depicts the performer inside the Terminal Warehouse in New York City's Chelsea neighborhood, which also housed the seasonal selection's runway show.

*Michael Kors presents "Dgag Chic"*

Through the stylized shots, the brand seeks to contrast its sleek, fashionable pieces with the industrial facets of the surrounding environment, such as the exposed brick walls, large wooden support beams, concrete floors and abundant natural light, thanks to the venue's large and plentiful windows.

This week, the Capri Holding-owned clothing company is expanding the initiative, launching the mainline fall/winter campaign featuring American actor Logan Lerman and British musician and actress Suki Waterhouse, both of whom are brand ambassadors, on the streets of Rome. The two Hollywood staples appear separately in stills and short advertisements for the men's and women's portions of the collection.

"Rome, for me, is just a city that inspires awe, no matter how much time I spend there," said Michael Kors, chief creative officer

of Michael Kors, in a statement.

"It's cinematic, it's dramatic, it's urban, it's got a pulse and it has all this incredible natural beauty and history," Mr. Kors said. "When you combine that with the modern laid-back elegance of Suki Waterhouse and the classic movie star energy that Logan Lerman brings, it creates an unforgettable campaign."



*The actors are seen in and around various Roman landmarks, including Piazza Navona, the Spanish Steps and the Fountain of Acqua Paola. Image credit: Michael Kors/Lachlan Bailey*

This portion of the marketing push was shot on location in the historic city by Australian photographer Lachlan Bailey and directed by filmmaker Samuel Rixon, further setting it apart from Dgag Chic. Both campaign films seek to provide a natural and realistic vision of their stars' day-to-day activities, pairing their subdued public personas with more expressive and freeform private moments.

Each advertisement is backed by American singer-songwriter Don Henley's 1984 hit song "All She Wants to Do Is Dance," which has been re-recorded by Ms. Waterhouse specifically for the initiative. The films also prominently feature the label's signature Nolita and Hamilton bags, which have received a refreshed design for the new release.

Michael Kors' fall/winter 2025 collection spans ready-to-wear, handbags, footwear, watches, jewelry, eyewear and various miscellaneous accessories. The **men's** and **women's** selections are available now in-store and on the house's website.

### Big swing

With the release of its latest campaign, the label and its parent company are likely looking to make a splash.

In April, Capri Holdings sold Italian fashion label Versace to Italy's Prada Group for approximately \$1.375 billion in cash ([see story](#)), leaving Michael Kors and British footwear label Jimmy Choo as the American company's sole assets once the deal closes later this year. Following the announcement of the divestiture, Capri Holding's quarterly earnings fell by 6 percent, showing signs of improvement from recent double-digit revenue declines.

*The campaign marks Michael Kors first major advertising effort since the Versace sale*

### QUOTE

Capri Holdings recently began a new business strategy at Michael Kors, bringing in new C-suite leadership to guide the brand through the current global economic uncertainty ([see story](#)). Part of this new initiative could include a heavier investment in marketing, bringing stars like Mr. Lerman and Ms. Waterhouse into the fold as the faces of future releases.