

INTERNET

Michael Kors opens new store via email, social video invite

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By RACHEL LAMB

Michael Kors recently doubled its space on Manhattan's luxury-speckled retail section Madison Avenue and is inviting consumers to the new digs via email and a social video starring blogger Man Repeller.



The store at 667 Madison Avenue is Michael Kors' largest in the world. Its video consists of a map, a video and a call to action that specifically invites consumers in-store.

"The email is consistent with other luxury purveyors' email invitations," said Chris Ramey, president of [Affluent Insights](#), Miami. "Black over muted color creates a graphically-interesting juxtaposition.

"Consumers like a 'sneak peak' and the video was short so the response will likely be positive," he said. "It wasn't over-produced so there is a certain insider appeal."

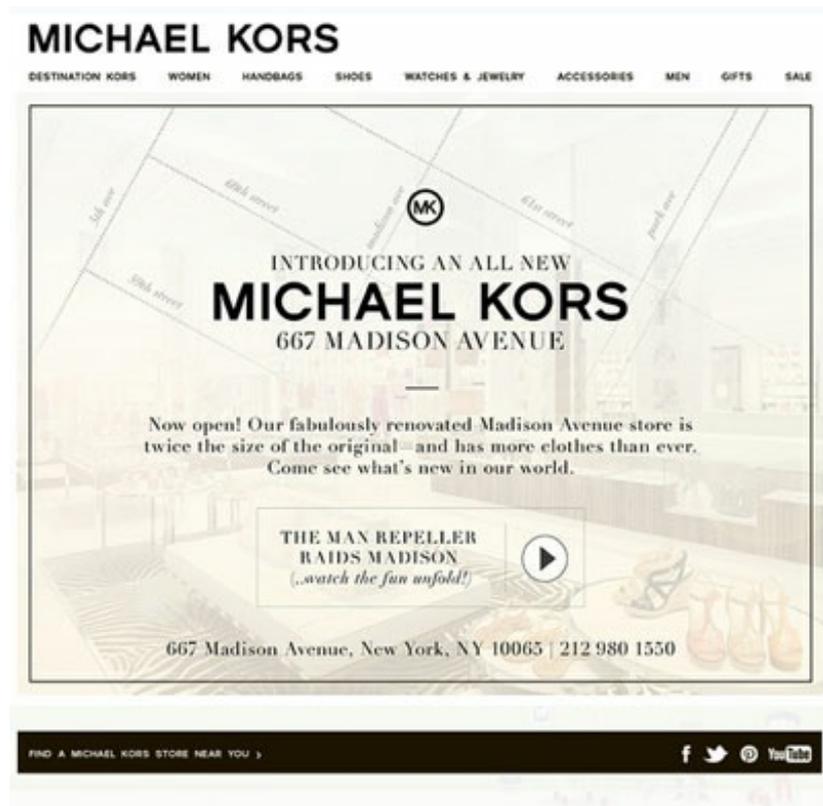
Mr. Ramey is not affiliated with Michael Kors, but agreed to comment as an industry expert.

[Michael Kors](#) declined comment.

Female marketing

The Michael Kors email was sent late last week, possibly hoping to increase Memorial Day weekend sales with the new store opening.

The email was relatively simple and shared the news of the new store opening. The text is over a map of the new Michael Kors location and included a link to the video at the bottom.



Michael Kors email

Consumers could click on the top part of the email to be brought to the Michael Kors Web site, and recipients who are not in New York can click at the link at the bottom of the page to find a store nearest their location.

There is also a video link in the middle of the email to be brought to the Man Repeller video hosted on the Michael Kors YouTube page.

The video features the Man Repeller, who is dressing up the Michael Kors store and getting it ready for opening day.

The blogger dresses mannequins, lays out sunglasses and organizes leather goods. The video gives a comprehensive of the store in general, as well as the inventory that is there.

At the end, she invites consumers to come into the store.

Man Repeller raids Madison Avenue video

Kor advertising

Michael Kors could be using two of the most powerful marketing tactics to its advantage – email and social video.

Social video is widely shared by consumers, especially those who are younger. Furthermore, consumers who are familiar with Man Repeller may also be more inclined to look at the video.

Meanwhile, email is an opt-in channel, so it is safe to say that consumers who sign up for Michael Kors messages want to hear from the brand.

Therefore, Michael Kors' decision to send out an email blast rather than just posting on social media will ensure that its biggest fans – and spenders – receive the message.

Other luxury brands are using social video and emails.

For example, Marc Jacobs is using a two-minute video called A Desert Mirage that shows two men decked out in pieces from the latest menswear collection while wondering through a desert against a clear blue sky ([see story](#)).

There are other tactics that Michael Kors could have used to entice in-store traffic, such as offering exclusive deals, said an expert.

“I think it was a great idea to use email to get his customers into his new store and he's using the most powerful medium he has,” said Janine Popick, CEO of [Vertical Response](#), San Francisco.

“Even better would have been to see an offer like, ‘As a special offer to our email recipients the first 100 people that get here and show us this email on your phone or printed out get a fabulous Michael Kors fragrance of your choice!’”

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York

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