

IN-STORE

Michael Kors hits high note with Fashion's Night Out karaoke contest

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By RACHEL LAMB

Michael Kors is looking to drive affluent consumers in-store during one of the most hyped fashion nights of the year by hosting a karaoke contest at its new Madison Avenue store in New York.

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The brand is hosting the contest before Mr. Kors himself and a panel of celebrity judges. The winner will receive \$5,000 towards Michael Kors.

“The real appeal lies in the level of fun and excitement that is built into these events,” said Elizabeth DeMaso, managing partner of **Brenes Co.**, New York. “It is an opportunity for fashion brands to embrace and promote their individual brand personalities.

“Michael Kors’ plan for a karaoke night does just that, playing into his celebrity appeal and playful nature,” she said.

Sing your heart out

Fifty-five international Michael Kors stores are participating in Fashion's Night Out, but the karaoke contest is taking place at the new location at 667 Madison Avenue in New York.

Fans around the world can nominate their favorite YouTube singing sensation to perform in a competition on Fashion's Night Out.

The top-three nominated performers will be flown in to sing for Mr. Kors as well as Nikki Reed, Nina Arianda and Kate Upton. The winner will receive a \$5,000 shopping spree. Also, the fan who nominated the winner will receive a gift certificate.



Michael Kors' blog

To enter, consumers should tweet #MKFNO #KorsKaraoke with the name and link of a performance.

In addition, all participating Michael Kors stores will have three limited-edition products. These include a Jet Set Monogram cosmetic case with an illustration of the brand's green-and-gold aviators for \$68, cotton slub T-shirt with the same illustration for \$45 and actual gold aviators with flash lenses and the designer's signature across the bottom for \$50.

Consumers who buy the FNO aviators will have the opportunity to have their picture taken by photographer Victor Demarchelier.

"This particular event should prove effective in that it brings customers into the fold before the actual shopping event as they nominate their favorite online karaoke act," Ms. DeMaso said. "And, it provides the opportunity for anyone to win irrespective of location or being talent or nominator.

"The focus on one key product, the new aviators, is particularly savvy in that it provides customers with the one must-have from Michael Kors," she said. "Giving the customer an item to seek out will likely prove an easier conversion to sales on an evening where customers will be bombarded with an overwhelming number of choices among multiple retailers."

Going all out

Michael Kors will also have goings-on at other stores. For example, the Rockefeller Center Lifestyle store will host a digital illustrator. When consumers buy the limited-edition aviators, guests will receive an e-sketch of themselves in their new sunglasses.

Fashion's Night Out started in 2009 and has seen millions of participants in all of its countries.

Since so many luxury brands are participating, it is important for marketers to create an in-store environment that draws more consumers than their competitors.

For example, Italian label Bottega Veneta plans to flaunt an eco-friendly, limited-edition handbag collection available for purchase and showcase the winner of its photography contest to drive foot traffic to brand boutiques during U.S. Fashion's Night Out events next month.

The brand is previewing its line of eco-friendly handbags, 100 of which will be available for purchase in its New York flagship store on a first-come, first-serve basis during the Sept. 6 event ([see story](#)).

Last year, marketers including Burberry, Nordstrom, Barneys New York, Bergdorf Goodman, Diane von Furstenberg, Ralph Lauren, Gucci, Louis Vuitton, Bloomingdale's and numerous others all tried to draw attention to themselves through this event.

For example, department store chain Saks Fifth Avenue and AOL's Stylelist partnered to produce an interactive digital display that launched in the New York retailer's window this morning on the corner of Fifth Avenue and 50th Street.

The display included 64 iPad 2's that were framed by nine 27-inch Apple cinema displays on either side. The numerous screens continuously played different campaign videos and fashion-related content, pulled in live-streaming photos and tweets from fans around the world and contained interactive features ([see story](#)).

"Since its introduction in 2009, the Fashion's Night Out event has grown exponentially among customers and retailers alike," Ms. DeMaso said. "With an international platform and massive press coverage, participation is a must for luxury marketers."

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York