

INTERNET

Michael Kors propels ecommerce via fan-inspired holiday blog

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By ERIN SHEA

U.S. label Michael Kors is propelling ecommerce through a new fan-inspired digital campaign titled “What’s in your Kors?” that focuses on fashion accessories for certain holidays and allows consumers to shop selected items.

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Luxury Daily

The millennial-focused initiative incorporates DestinationKors.com, Instagram and Twitter and will show off items that consumers can immediately purchase from the brand’s Web site and stores. Michael Kors is likely aiming for a boost in ecommerce with the click-to-purchase option.

“Having a link to shop on the What’s in your Kors blog post is a very convenient and easy way for the viewer to learn more and potentially purchase the item featured in the imagery,” said Andrea Wilson, Fort Worth, TX-based director of digital strategy and luxury practice lead at [iProspect](#).

“The photographs are also showcasing the products as a lifestyle and are showing the viewer how relevant Michael Kors products are to their own lives,” she said.

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

Michael Kors was unable to comment directly.

In the bag

What's in your Kors was created in collaboration with fashion accessory blog [PurseBlog](#).

The blog aspect of the campaign is housed on the brand's [DestinationKors.com](#).

The first post is dedicated to Fourth of July by focusing on red, white and blue items in four different images. A new post will be added to celebrate certain holidays.



Zip-and-go extras keep everything organized.

Fourth of July products

Consumers can hover over an image to bring up the item information.

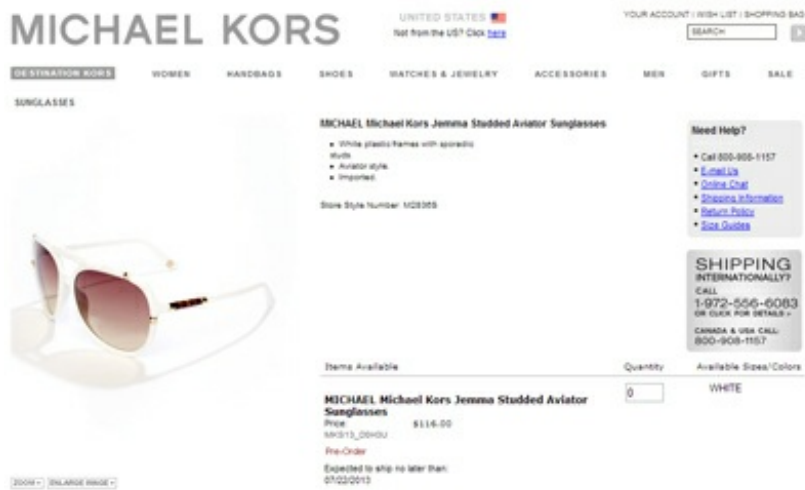
Check out our packing picks, then click to shop.



Studded shades lend a little edge to a glam look.

Item information

Clicking on “Shop Now” brings consumers to a page where the item can be purchased.



Product page

In addition to the Web site, Michael Kors is promoting the new campaign via social media.

On Twitter and Instagram the brand is using the hashtag #WhatsinyourKors to inspire followers to contribute with their own holiday accessory suggestions.



Tweet

Offering a click-to-buy option from the Destination Kors Web site can encourage consumers to purchase products for which they were not originally shopping.

“These days, it’s all about usability and interactive content,” said Kristy LaPlante, director of ecommerce marketing at **Blue Moon Works**, New York.

“[This initiative] streamlines traditional guided-selling techniques into a single, visually-compelling digital process at the exact moment when a customer is already interacting with the brand,” she said.

“Shoppable content makes it easy for a customer to stay engaged and can even help them identify a need that they may not have known they had.”

By kicking off the campaign with an U.S.-themed celebration, Michael Kors is also showing its heritage as an American lifestyle brand, which could intrigue U.S. consumers and boost the desirability of the brand.

“The brand is an American success story and extremely relevant to the American shopper, but those who are affluent and aspirational,” iProspect’s Ms. Wilson said. “As July 4th is the most American of holidays, it’s smart to connect the event with what Michael Kors as a brand represents.

“In addition, Michael Kors is growing in international awareness and scale and it’s inspiring as an international viewer to see the all-American Michael Kors lifestyle during an American holiday,” she said.

“This likely makes the brand and product more desirable and fun to own.”

In style

Throughout many of its recent initiatives, Michael Kors has branded itself as a label that is in touch with millennial culture and encourages consumers to be involved with the brand.

For instance, Michael Kors looked to form a deeper connection with millennials by tapping into the culture and lifestyle of the demographic through the third installment of Kors Collaborations that features British model, musician and DJ Amber Le Bon.

Kors Collaborations is a quarterly campaign that helps the brand maintain its lifestyle focus and stay relevant in popular culture ([see story](#)).

Additionally, the label encouraged consumers to fill their downtime on a just-for-fun microsite that asked users how they want to celebrate the holidays while the label subtly pushes ecommerce.

The microsite asked users to finish the statement, “Celebrate With ...” Michael Kors incorporated an ecommerce push into the microsite through offering specific products that corresponded to submitted words and let users view the entire selection of gift items via a pop-up page ([see story](#)).

With these efforts, consumers are likely to feel that the brand fits their life through the information that Michael Kors is sharing.

“Blog platforms give brands the opportunity to tell consumers about their culture from philanthropic events to what people in the office are wearing,” said Ashley McCredie, SEO specialist at [Blue Moon Works](#), Denver, CO. “It provides a space for shoppers to become intimate with brands and their designers.

“Besides an insight into the company, blogs can provide traffic and revenue from the organic search channels both by introducing visitors to the brand and using internal links to pass reputation and authority to other pages on the Michael Kors Web site, ultimately helping increase search engine results rankings,” she said.

“The difficult part about running a blog comes down to how unique the content is and how advanced the creative can be.”

Final take

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