

COMMERCE

Michael Kors enables in-video commerce to drive holiday sales

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Designer Michael Kors is pushing its holiday fashion lineup using a custom-built online platform that lets consumers click through from video of products to its ecommerce Web site.

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The luxury brand used what some experts call t-commerce, which drives sales from videos. Michael Kors video experience lets consumers to click and explore aspects of online videos.

“Marketers are recognizing that photos are becoming moving and interest is more toward video,” said Paul Farkas, founder/CEO at Social TV, New York.

“Essentially it will be moving toward social interactive where viewers can click on things and learn more about specific products , who’s wearing it an how to buy it,” he said.

How it works

The Michael Kors Web site features a [video clip](#) with the designer showcasing gifts marketed to consumers for the holidays.

Pieces range from the Black Patent Hamilton Quilted tote, valued at \$348, to a set of lipglosses, valued at \$50.

The designer showcases each piece, explaining how it makes a good holiday gift and can carry the consumer through into the next season.



Michael Kors commerce-enabled video

As the video plays, consumers can click on each piece at the bottom of the screen to view more product information and share the product on Facebook.

“Michael Kors' new social interactive video strategy is a nice sign of the times for the upcoming holiday season,” Mr. Farkas said. “By being the storyteller, he is arguably more intimate with the audience than a brick-and-mortar experience with his strong supporting narrative for why these items are in-style.

“The platform is well-designed by not compromising the delicate video content real-estate, while creating anticipation with the underlying product milestones as well as a historical index and global catalog overview,” he said.

“The social sharing feature lets viewers not only share their luxury interests, but calls friends, family and significant others to action in potentially choosing off a social wishlist.”

The platform recognizes today's hyperactive, multimedia-tasking and technologically savvy consumers, according to Mr. Farkas.

Over the upcoming years, t-commerce will play a big role in online and TV advertising as media transcends from broadcast to social and interactive. Social TV will enable what was once deemed as the ability to buy 'Jennifer Aniston's sweater' in-stream a decade ago.

Brands have begun targeting consumers with unique advertisements. Ralph Lauren recently projected giant 3D images onto its London and New York flagship stores, creating a 4D advertisement experience ([see story](#)).

“In this environment, luxury brands will need to keep the allure of the velvet rope, while reaching out and maintaining community conversations to support and evangelize why they are top and most desirable,” Mr. Farkas said.

“And, of course, free online shipping and a forgiving return policy cannot ever be

underestimated,” he said.

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