

INTERNET

Michael Kors creates exclusive collection for Gwyneth Paltrow's Web site

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By SARAH JONES

U.S. fashion designer Michael Kors partnered with his friend Gwyneth Paltrow on an exclusive collection for the actress's lifestyle Web site goop.com.

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Luxury Daily

In addition to the exclusive pieces made for goop, Ms. Paltrow chose some of her favorite Michael Kors items to sell on the Web site. By partnering with Ms. Paltrow, Mr. Kors is able to target not only his fan base, but the actress' as well, introducing more consumers to the Michael Kors line.

"This is a perfect example of the merging of content and commerce," said Yuli Ziv, founder/CEO of [Style Coalition](#), New York.

"Michael Kors clearly understands that storytelling is an integral part of online commerce when it comes to luxury brands and their need to recreate the unique offline experience online," she said.

"The goop platform is an interesting choice, which hopefully will allow the brand to connect with its affluent consumer on a more personal level."

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

Michael Kors was unable to comment directly by press deadline.

Limited edition

The Michael Kors collection for goop consists of 18 ready-to-wear pieces and accessories, including watches and shoes.

Mr. Kors and Ms. Paltrow collaborated on three unique pieces. Two are charcoal grey sweaters, one with a geometric peplum and the other an open front cape. The third piece is a classic black pea coat.

Some of the items have already sold out, pointing to the success of the placement for Michael Kors.

Besides the three exclusive items for goop, the Michael Kors pieces featured are also available on the brand's ecommerce site.

To launch the collection, Ms. Paltrow featured a blog post called “A Kors for Celebration” on Goop about the collaboration, talking about her decision to ask Mr. Kors to create this collection. She explains that she wanted to tweak some items that had been in her closet for years, and adds that they are investment pieces.

Below that, there is a photo of the pair looking at Michael Kors pieces and discussing the line, along with images of the inspiration pieces revisited for goop, and explanations of the tweaks they received, such as new buttons or a slightly different shape.

Then there are fashion editorial photos showing the collection on a model. Written over the images are suggestions of how to wear the pieces.



Michael Kors editorial image on goop

At the bottom of the Michael Kors post, there is a video showing both Mr. Kors and Ms. Paltrow preparing for the holidays.

The first shot of the video show Ms. Paltrow walking to her front door and opening it to greet Mr. Kors. The video then sets the scene, showing a set table and a Christmas tree.

The pair stand in the kitchen, and Ms. Paltrow makes cocktails. The duo talk, laugh and bake cookies before setting out placecards at the table.



Still from "Home for the Holidays"

Ms. Paltrow and Mr. Kors then sit on the floor wrapping presents in Michael Kors branded boxes.



Still from "Home for the Holidays"

In the video, Ms. Paltrow wears the grey peplum sweater she had Mr. Kors design for Goop. While wrapping, she throws on the cape as well.

After a clapboard appears to cut the filming, a blooper reel starts to play. This shows the pair in their natural state, laughing together.

Michael Kors x goop "Home for the Holidays"

To publicize the collaboration, Michael Kors posted a series of tweets using the branded hashtag #MKxgoop.



Tweets from Michael Kors

Goop has also been letting its fans know about the partnership leading up to the launch, posting on Facebook about the collection.

Coming Soon: Michael Kors x goop

<http://bit.ly/1eQpYfD>



Facebook post from goop

Celebrity endorsement

Teaming up with a well-known tastemaker can lend clout to brands and introduce luxury brands to the celebrity's followers.

For instance, U.S. apparel designer Diane von Furstenberg teamed up with it-girl DJ Harley Viera-Newton for a holiday campaign and collection to attract a younger audience.

Both the video and the campaign were inspired by Ms. Viera-Newton's cat Marmite, with feline-themed accessories. By using a well-known tastemaker as the star of its newest campaign, DVF will be able to reach not just its own fans, but Ms. Viera-Newton's as well ([see story](#)).

Similarly, Swiss watchmaker Hublot, together with Shawn "Jay Z" Carter, unveiled two wristwatches that make up the rapper's larger collaborative effort with department store Barneys New York to further align the watch brand with the iconic figure and the retailer.

The watches will be part of Jay Z's "A New York Holiday" capsule collection that will be exclusively available Nov. 20 – Jan. 3 at select Barneys' locations. Jay Z's A New York Holiday collaboration features multiple brands to create a total affluent lifestyle that will appeal to consumers beyond timepiece enthusiasts ([see story](#)).

Since Mr. Kors' connection to Ms. Paltrow extends beyond this one collaboration, the Michael Kors brand will likely see positive results from this placement on goop.

"Celebrity endorsements have always worked well for luxury brands, and this one has an extra layer of friendship," Ms. Ziv said.

"Gwyneth Paltrow is a double threat, being an editor in chief of her own publication with significant audience, in addition to her Hollywood cachet," she said. "It definitely gives an extra benefit to the collaboration and I hope Michael Kors will take the full advantage of it by additional social media promotion."

Final Take

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