

INTERNET

## Michael Kors continues tradition of “all-access” microsite for fashion week

February 12, 2014



By SARAH JONES

U.S. apparel brand Michael Kors is giving consumers a look at both its runway show and the backstage area live Feb. 12 through a dedicated microsite.

[Sign up now](#)

**Luxury Daily**

Through [live.michaelkors.com](http://live.michaelkors.com), consumers will be able to watch the brand prepare for its runway show during Mercedes-Benz Fashion Week and view the finished product. By integrating real-time elements into its live-stream, Michael Kors is able to better immerse its fans in the show experience, creating brand loyalists.

### Backstage pass

While most live-streams show a view of the runway for the pre-show, Michael Kors will begin its live-stream a half -hour before its show at 9:30 a.m. EST, filming the models having their hair and makeup done.

Consumers can access the live-stream on a desktop, mobile device or tablet. To encourage audience participation, there will be a feed of show-relevant posts from social media bearing the hashtags [#AllAccessKors](#) or [#MichaelKors](#).

Leading up to the live-stream, Michael Kors posted a 30-second teaser video to the microsite, giving consumers something to watch and also building anticipation for the

show day.



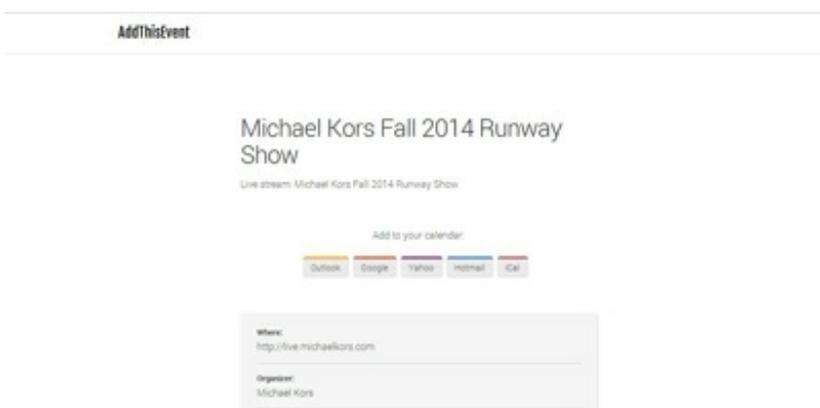
### *Michael Kors All Access microsite*

The clip shows footage from the brand's spring/summer 2014 livestream. The label's namesake designer is seen being interviewed and greeting celebrity attendees. The mood changes and the frantic stage atmosphere is shown, with guests finding their seats, followed by the runway show.



### *Michael Kors All Access video still*

Below the video on the microsite, consumers can RSVP for the show to add it to their calendar on Google, Outlook, Yahoo, Hotmail or iCal. By creating an easy way for consumers to set a reminder, Michael Kors can guarantee its fans tune in.



### *RSVP page for Michael Kors runway show*

If consumers do not want to use a calendar application to keep track of the date, they can RSVP to the brand's Facebook event.

 **Michael Kors** created an event.  
18 hours ago



**All Access Kors LIVE | Fall 2014 Runway Show**  
Tomorrow at 10:00am  
333 people are going

[Join](#)

Like · Comment · Share

 1,478 people like this.

*Facebook event for Michael Kors runway show*

Watch the livestream

The livestream will be available at 9:30 a.m. EST on Feb. 12. [Please click here to watch.](#)

**Flash version 10,1 or greater is required**

**You have no flash plugin installed**

Download latest version from [here](#)

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.