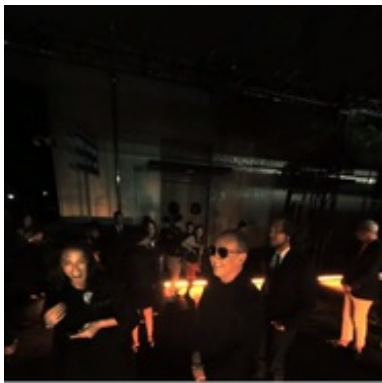


MOBILE

Michael Kors floats through Shanghai Jet Set event with 360-degree app

May 13, 2014



Screenshot of MK360 app

By JOE MCCARTHY

U.S. fashion label Michael Kors is sustaining the atmosphere from the Jet Set collection debut for its Shanghai, China, flagship with a 360-degree application that ferries fans through the celebration.

[Sign up now](#)

Luxury Daily

The brand introduced the store with an exclusive runway show, 3D visuals and various projections. In addition to an encapsulating microsite, Michael Kors is giving fans a sense of the evening's progression and what it would have been like to attend with the MK360 app.

"Our primary goal for the app was to allow fans to experience the entire Michael Kors Jet Set Experience via interactive 360-degree videos of the event," said Lisa Pomerantz, senior vice president of global communications and marketing at **Michael Kors**, New York.

"The app lets people anywhere in the world join in the celebration, experiencing it firsthand," she said. "And we love the fact that viewers can personalize how they watch it. They can pan around, choose what they want to focus on, and situate themselves

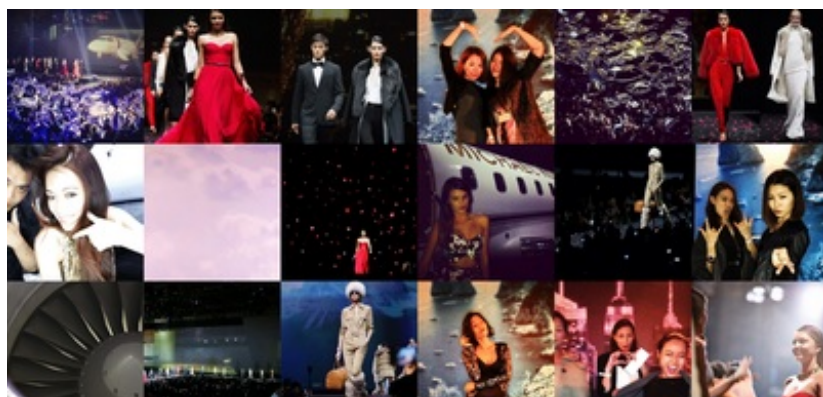
wherever they want to be within the event.

"Michael himself is very much about customizing the fashion experience and making it accessible, and this technology reflects the way that he talks to his customer."

Jet Set life

The extravagant event took place May 9 in an airport hangar outside of Shanghai. Fans were able to watch a livestream of the event and runway show, view GIFs of attendees and other special content on the [Jet Set microsite](#).

The brand also launched an app on WeChat to give local fans a chance to attend the event and view a live interactive feed.



GIFs and images from Jet Set evening in Shanghai

Michael Kors leveraged the video projection system Musion Eyeliner to fill the hangar with free-form holographics and various 3D cinematic effects.

For instance, projections displayed favorite destinations of Michael Kors to highlight the global nature of both jet setters and the brand.

Embedded Video: [//www.youtube.com/embed/iTgQ2iBqegs](https://www.youtube.com/embed/iTgQ2iBqegs)

The Michael Kors Jet Set Experience

More than 15,000 square feet of projection screens including a main screen that stood 44 feet high and 321 feet wide were used at the event.



Jet Set event

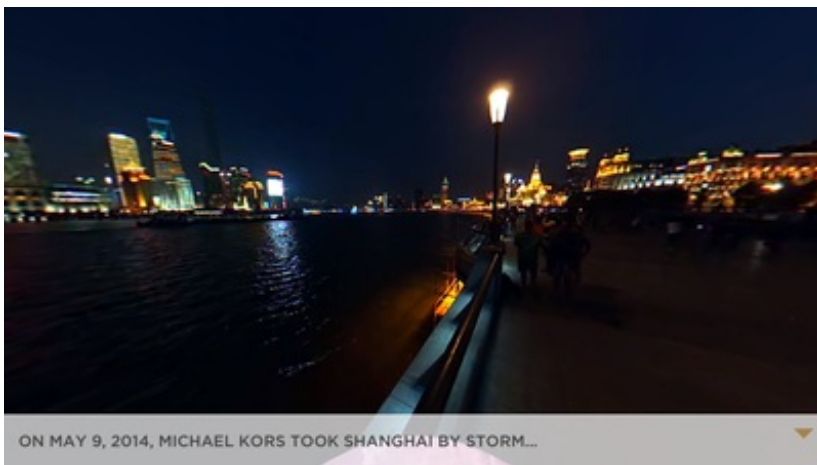
In line with the air of transparency that many brands are assuming, Michael Kors made all this available to fans around the world via the microsite.

Fans will get an even more intimate look at the evening through the app. MK360 plunges users into Shanghai during dusk for a glimpse of a cityscape skyline.



Screenshot of MK360 app

Users can spin the phone around to peer at pedestrians walking and cars buzzing down a boulevard. Night quickly descends and the city pulses with colorful lights.



Screenshot of MK360 app

The app then rushes through a frenzy of streets to reach the Jet Set event.



Screenshot of MK360 app

Inside the hangar fans get a ginned-up sense of the party. Michael Kors and guests smile, pose for red carpet arrivals and mingle, strobe lights dapple huge crowds, immense screens display the Jet Set banner, a gleaming jet waits in a corner and models walk down the runway in the new Jet Set collection.



Screenshot of MK360 app

When the app's rendition of the evening concludes, fans are invited to replay to get new angles or share the app and can also redirect to the microsite.

The app can be downloaded [here](#).

Project it

Many luxury brands have added extra layers to recent events with projections.

For instance, The Peninsula Hotel Hong Kong is inserting itself into the Art Basel conversation with an art installation projected onto the building's façade ([see story](#)).

Also, Audi of America celebrated the launch of its entry-level A3 model with hologram-enhanced performances by musicians M.I.A. and Janelle Monáe.

The automaker used 3D projection mapping technology to fuse together the events in New York and Los Angeles on April 3. As M.I.A. performed in New York and Janelle Monáe performed in Los Angeles, they were joined on stage by a real-time hologram version of the other ([see story](#)).

As brands become more experiential, events will escalate in their extravagance.

"It was a big, exciting celebration, with top models from around the world, music by The Misshapes, the first viewing of the Michael Kors Jet Set Collection, huge projection screens and holographic moving images," Ms. Pomerantz said.

Final take

Joe McCarthy, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/tQTCMgxAupM](http://www.youtube.com/embed/tQTCMgxAupM)

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