

## Michael Kors bolsters online presence via collaboration series

Posted By [Rachel Lamb](#) On September 12, 2012



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Claiborne on Kors

Michael Kors is boosting its lifestyle aspect through a new series called Kors Collaborations in which the designer will team up with fellow creative talents such as musicians, artists and photographers.

The inaugural collaboration features a shoppable ebook from photographer Claiborne Swanson Frank called Claiborne on Kors. The series will be featured on the lifestyle site Destination Kors.

**“Michael Kors does not have the heritage or the benefit of other luxury brands,”** said Chris Ramey, president of [Affluent Insights](#) [2], Miami. **“Touch points that connect define a brand.**

**“New marketers have to define who they are to a consumer before they become interested,”** he said. **“So this is typical of what is necessary to create brand equity and to earn your luxury chops.”**

**Mr. Ramey is not affiliated with Michael Kors, but agreed to comment as an industry expert.**

[Michael Kors](#) [3] could not respond before press deadline.

### To be frank

Claiborne on Kors is a shoppable ebook by the photographer.

Ms. Swanson Frank had a 2012 book of portraits called American Beauty. She shot 11 images of ready-to-wear looks from the Michael Kors 2012 collection.



AMANDA HEARST

"I have quite a bit of the Michael Kors lifestyle in me - strolling during the summers to beachy locales and cozying up in a cable-knit during Hampton winter weekends," says Amanda Hearst. Like her style icons Grace Kelly and Audrey Hepburn, Hearst opts for "clothing that is versatile and classic, which Michael Kors epitomizes." An environmental and animal rights advocate, Hearst has managed to infuse her work and her life with her passions, creating sustainable fashion as a market niche at *House of Harlow* magazine, cofounding, with her friend Georgina Bloomberg, Friends of Fava, an organization dedicated to educating Indonesian puppy mills, and serving on the board of Riverkeeper, a foundation that protects the environmental integrity of the Hudson River and safeguards New York's drinking water. "I'm committed to always looking for new ways to give back," says Hearst, "and I gravitate toward clothes that are as unique as the times I choose to support."

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### *Claiborne on Kors*

The collection includes Jessi Adele, Genevieve Bahrenburg, Asia Baker, Misty Copeland, Danielle Corona, Vanessa Getty, Amanda Hearst, Rachel Lewis, Tamara Lowe, Michele Ouellet, and Alexis Swanson Traina in both day and evening looks. They are photographed everywhere from Napa Valley to the Hamptons.

The images capture the sophistication and easy glamour of the women whom juggle busy careers, family and social lives, according to Michael Kors.

Just as in *American Beauty*, the ebook is laid out in a modern design and includes a biographical sketch of each woman. There is also a behind-the-scenes video from Ms. Lowe with music by Ms. Adele.

### *Claiborne on Kors video*

There will also be an introduction by Mr. Kors.

The ebook in its entirety will be on [Destination Kors](#) <sup>[5]</sup>, but the Michael Kors Facebook, Twitter, Pinterest, Instagram and Weibo accounts will cross-promote the collaboration.

Consumers can shop the clothing featured in the *Claiborne on Kors* ebook through the [collection@michaelkors.com](mailto:collection@michaelkors.com) <sup>[6]</sup> email address.

### **Partnering up**

Collaborations are becoming increasingly important to luxury marketing.

This is especially true with famous personalities coming on board.

For example, Maker's Mark is playing off of the 2012 U.S. presidential elections through a satirical politically-themed campaign starring James Carville and Mary Matalin, a husband-and-wife couple who notoriously differ on their political views.

Maker's Mark took this opportunity to bring together all groups – from both the Democratic and Republican parties – to join one: the Cocktail Party ([see story](#) <sup>[7]</sup>).

Meanwhile, Swarovski leveraged a collaboration with designer Jason Wu for its resort 2013 collection through a video and imagery that both brands blasted via their own social media channels.

Pieces in the Jason Wu resort 2013 collection contained hundreds of Swarovski crystals in the shapes of insects and flowers that added to the natural inspirations behind the collection. Jason Wu explained his inspiration in a video presented by Swarovski ([see story](#) <sup>[8]</sup>).

Celebrity collaborations can give luxury marketers a boost if they are done correctly.

**“By aligning with other celebrities, he is elevating the brand Michael Kors,” Mr. Ramey said.**

**“The Internet drives awareness and revenue, and it is imperative that the Internet is an integral part of your marketing strategy,” he said.**

### **Final Take**

*Rachel Lamb, associate reporter on Luxury Daily, New York*

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[3] Michael Kors: <http://www.michaelkors.com>

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