



Michael Kors



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Designer Term Project

Who is Michael Kors?

Michael Kors is an American Fashion designer acknowledged for his unique aesthetic, execution, and extravagance. His notable career in the fashion industry is well recognized, as he is also a retailer and marketer of a men's and women's apparel company.



Background of Designer



- Kors was born in Long Island New York, on August 9th, 1929.
- Fun fact: As a toddler, Kors was a model who appeared in national advertising campaigns for products including Charmin Paper Towel and Lucky Charms cereal.
- He attended the Fashion Institute of Technology, leaving after completing two semesters.
- In 1978, Kors designed and merchandised his first collection at Lothar's Boutique where he worked as a display director, buyer, and designer.
- In 1981, Fashion Director Bergdorf Goodman gave Kors the opportunity to display his line to buyers at Saks Fifth Avenue department store.



Target Market

- Male and female consumers, ranging from 25 to 54 years old
- Middle and high class community
- Income levels (\$50,000 to \$100,000)

Michael Kors Holdings Limited



Michael Kors Holdings Limited is a global, luxurious fashion group that consists of iconic lines such as:

- Michael Kors - luxury line
- MICHAEL Micheal Kors - affordable priced line
- KORS Michael Kors - menswear line

Michael Kors operates his business in three segments, wholesale, retail and licensing which efficiently segment his target market.

Designer Looks



Michael Kors is known for luxurious accessories and sportswear of quality, standards and on edge creativity.

- Kors garments for women: dresses, tops, skirts, dresses, pants, sweaters, and outerwear.
- Kors garments for men: t-shirts, polos, shirts, shorts, pants, sweaters, jackets, outerwear, and suits.



For both men and women, the fabric line includes denim, cotton, suede, lace, polyester, silk, and gauze.

The company also produces footwear, watches, jewelry, and a full line of fragrance products.





Promotion of Merchandise

Michael Kors promotes the merchandise his company manufactures through multiple mediums to increase shareholder value and global brand awareness.

- Social media - Instagram and Twitter
- Promotional videos/ advertisements

Michael Kors Holdings Limited contains durable relationships with wholesale customers such as Bloomingdale's, Macy's and Nordstrom to sell products in such stores locally and worldwide.



Thank you for listening to my presentation.