

Windowswear Mentorship Program 2021 “Reimagining The Store in a Healthy Way”

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INTRODUCTION

This proposal's main purpose is to target the concept of a reimagined brick-and-mortar store in a post pandemic, healthy world.

This proposal will also consider the ever-changing fashion industry and what needs to be included in these "reimagined stores" such as a comfortable space, advanced technology, and personalization.





INTRODUCTION

The 40th anniversary of Michael Kors is an extraordinary and legendary event that brings attention to the great success of Michael Kors (both the brand and person). Being a true American designer, this deserves praise and recognition of the highest! Michael Kors is looked up to by many, including myself, and is such an inspiration in the fashion industry.

If this anniversary was any other year, it would have been largely celebrated and bragged upon. But after a year of tremendous hardship and loss for many people, it can be hard to celebrate such things being a regular everyday American. Instead of large gatherings and over-the-top parties, this celebration should be humble and relatable to the customer. To think back and say, "Wow, that was only 40 years ago?" or to say, "Remember when things were like that?" will be so much more personal than a large gala or expensive event. After being away from brick-and-mortar stores for so long, customers will want a meaningful experience that is enjoyable while making them feel safe. They want something to go tell their friends about; and this would be it.



PROPOSAL

Merging Michael Kors' Anniversary and the concept of a store in a healthy world, I propose interactive displays that make the customer feel comfortable, nostalgic, and humbled by Michael Kors' success.

Specifically, two displays inside the one store; one for the more extroverted customer and one for the more introverted customer. Both displays will feature the same items but they will be displayed in different ways.

The extroverted display will be the front window display, where customers can walk in it, sit down, watch the old MK fashion shows, browse the collection books, virtually try products on in the "MK Mirror", and most importantly draw attention to themselves. Other customers will certainly walk by and be intrigued, which will draw them into the store.

The more introverted display would be set up in the back corner of the store where it is more private and personal. This way, the customer can feel comfortable back here and enjoy the display.

PROPOSAL


The store's displays would include:

- a comfortable and welcoming store vibe that give sense of nostalgia
- old school tv playing old MK fashion show footage
- collection book "ICON MK" which talks about Michael Kors and his career
- collection book "40 years" which shows iconic looks by MK
- leather chair made from 100% recycled or remnant MK leather
- interactive setup with #LoveLettersToKors
- advanced virtual try-on methods with the "MK Mirror"
- virtual product buying with "MK Mirror"
- personalization options with "MK Mirror"



#LoveLettersToKors

Interactive set up where people can write to Michael Kors about favorite memories of the brand, its impacts, or anything about Michael Kors. They can write to him via three methods:

- a handwritten letter to Mr. Kors where the store will provide clean pen and paper with MK 40th anniversary branding on it for customer to keep. The customer writes the note and drops it in the slit in a MK briefcase (the old-fashioned way). Emptied at end of day and delivered to Mr. Kors.
 - a text to: 444-40 where customers can send a simple text to a number (the introverted tech way).
 - a social media post with #LoveLettersToKors to publicize their favorite memories or moments of the brand (the extroverted tech way).
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“MK Mirror” Concept

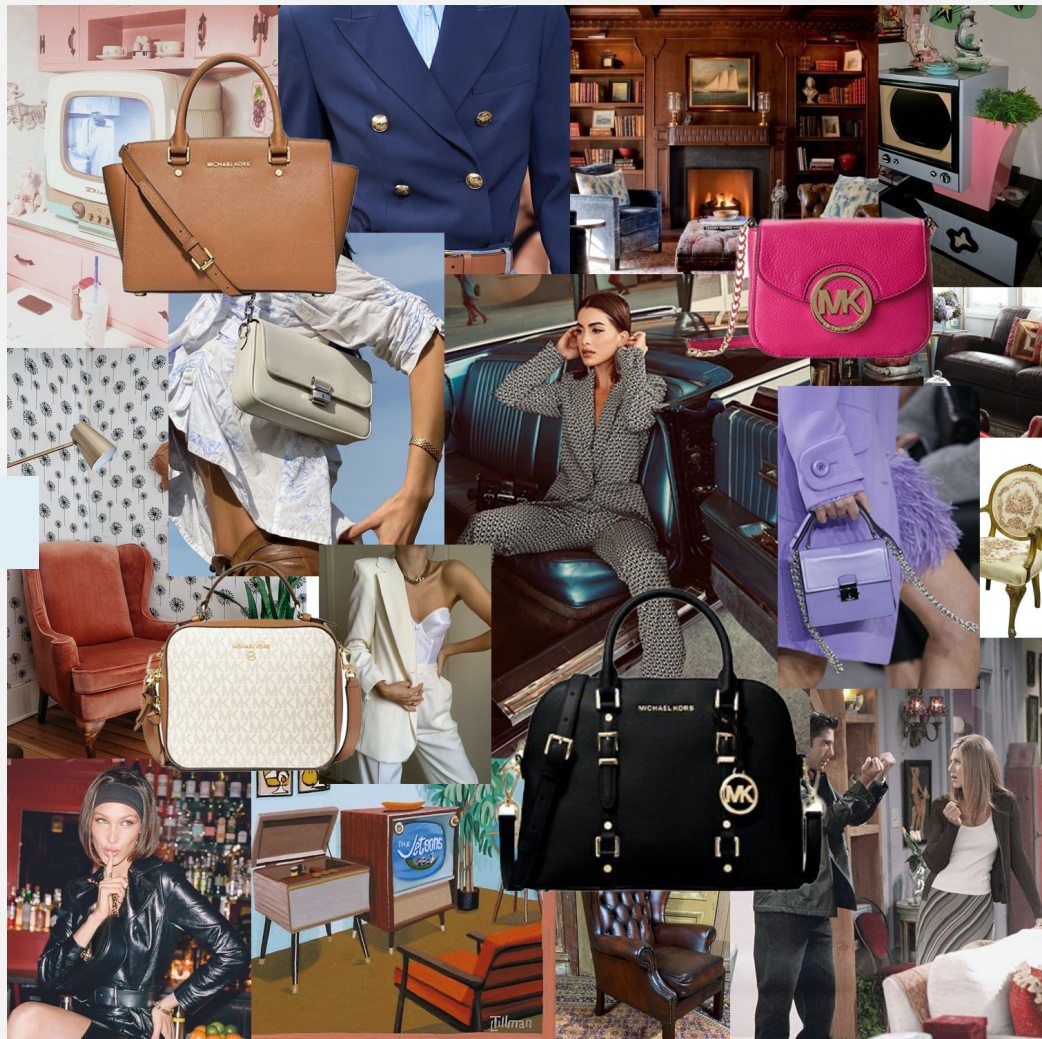
Interactive mirror, like the Lululemon fitness mirror, that is advanced technology and can 3D body scan the customer. This high-tech mirror will be incorporated within both displays and can be used to virtually try on clothes and browse virtual products.

MK would create a limited-edition 40th anniversary collection of intangible, virtual products available for purchase at lower price point than tangible products. These virtual products will be kept in the Michael Kors app in the Michael Kors Wallet. The virtual product can be used or tried on at any time within the app.

The “MK Mirror” would also be able to personalize items. Customers can click on different colors on the mirror or even have the option to create their own print on a bag with the help of a salesperson and an iPad. The customer can sketch/draw their personalization on an iPad which can be applied to a virtual product right then and there or it can be sent out to be personalized on a tangible bag.

VISUALS

Mood/inspo board



Sketchup of front window interactive display for Michael Kors

MICHAEL KORS

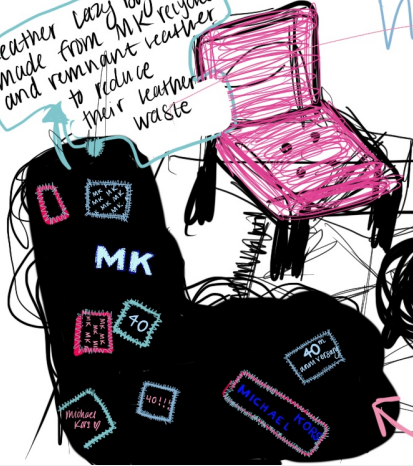
Living Room
Vibe - backdrop
like something
from Friends

front window
interactive
display -
draws customers
in. want to
experience it

* sustainability
aspect

Leather bag chair
made from MK recycled
and remnant leather
to reduce
their leather
waste

fun,
living room
hangout vibe
live in
the window



vintage veiled
style patches
can be
changed
each season

"40 years" book
of iconic Michael Kors
runways and looks

70
years

ICON
MK

"ICON MK"
celebrates Michael
Kors' career
achievements
to the fashion industry

Expanded: #make your mark
ON KORS
interactive display where
customers can come and leave
their own meaningful veiled
patches on the MK chair



vintage
T.V to
show past
shows, iconic
moments of
Michael Kors
to celebrate
its 40 years!

MICHAEL KORS



Mockup of front window display where customers will be able to go in and interact in it by virtual trying on and shopping

Products:

- Backdrop of an apartment scene
- vintage T.V.
- MK fashion show footage
- area rug
- vintage wood table
- #LoveLettersToKors sign
- “ICON MK” collection book on table
- “40 Years” collection book on table
- MK MIRROR
- coat hanger with MK products
- upcycled MK leather lazy boy vintage chair, with the possibility of having fun vintage velcroed on

Mockup of back-room home apartment setup that offers the interactive display in a more comfortable and personal setting. Features the same T.V. to watch and MK MIRROR to let the customer virtually try on things.



Products:

- book case on one side with built in MK MIRROR on sliding track
- wardrobe/showcase unit on other side with MK accessories and clothing
- upcycled MK leather chair
- vintage T.V.
- vintage table
- "ICON MK" and "40 Years" collection books
- area rug
- remnant leather ottoman
- #LoveLettersToKors set up

All upholstery made with recycled/remnant leather from MK factories