

Introducing Michael Kors Access Wearable Technology: Time for Fashion to Meet the Future

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LONDON--(BUSINESS WIRE)-- Michael Kors (NYSE:KORS), a global luxury lifestyle brand, is excited to introduce the **MICHAEL KORS ACCESS** display smartwatch, part of its new wearable technology accessories line. The line is geared towards the fashion-focused consumer and combines innovative technology with exceptional style from a leader in luxury fashion.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160906005376/en/>

Michael Kors Access Smartwatch

The cutting-edge technology at the heart of the **MICHAEL**

KORS ACCESS smartwatch, which is compatible with both iPhone® and Android™ phones, is made possible through a partnership with Google, using their Android Wear™ smartwatch platform.

Designed to show that technology and social connectivity should be seamless, the **MICHAEL KORS ACCESS** line, which also includes activity trackers, proves that access can be both glamorous and effortless. "Our customers love fashion and they're plugged in 24/7," says Michael Kors. "I think they'll appreciate having social connectivity and health and fitness tracking all within a great-looking accessory."

MICHAEL KORS ACCESS smartwatches offer customizable features perfect for our fans:

- Exclusive Michael Kors display watch faces, which change with a swipe—whether it's a digital chronograph design for the gym or glittering, animated pavé for night

- Hundreds of possible combinations of display face, color and sub dials
- A touchscreen display smartwatch powered by Android Wear that provides:
 - Social media updates and text and email alerts
 - App notifications
 - Smart help from Google
 - Built-in fitness tracking
- Interchangeable leather and silicone wristbands
- Glamorous versions for women and sporty versions for men
- Magnetic charging
- The Qualcomm® Snapdragon™ Wear 2100, a system-on-a-chip (SoC) designed to ensure a highly interactive touch screen experience

“We’re excited to offer our customers smart, great-looking watches that will help them to stay on top of their daily lives while uniquely expressing their personal style,” says John Idol, Chairman and CEO of Michael Kors.

The Michael Kors customer lives a busy, fast-paced life and the **MICHAEL KORS ACCESS** collection will let him or her stay connected. “From Google Search to smartwatches, Google strives to give you the information you need to stay connected to what matters most,” says David Singleton, VP of Engineering for Android Wear. “**MICHAEL KORS ACCESS** and Android Wear move the wearables category forward with smart, beautiful watches that help you stay on top of your daily life while expressing your personal style.”

MICHAEL KORS ACCESS will be launched in 18 countries via a global digital and print advertising campaign, including a video featuring Zendaya and Martha Hunt. The video follows the two models on a jam-packed day in New York City—from morning workouts to a glamorous evening party. Throughout the day, Michael Kors Access smartwatches keep them in sync and looking chic—proof that with the right accessory, you really can #AccessItAll. You can watch the video here: https://youtu.be/vV7_aaSKNU0.

The **MICHAEL KORS ACCESS** smartwatches start at **\$350 USD**. The activity trackers start at **\$95 USD**. Both are available in Michael Kors stores, **MichaelKors.com** and select department and specialty stores.

For more information, please visit the following:

Michael Kors Access: <http://www.michaelkors.com/Access>

Destination Kors: <http://www.destinationkors.com/>

Michael Kors on Facebook: <http://www.facebook.com/michaelkors>

@MichaelKors on Twitter: <http://twitter.com/michaelkors>

@MichaelKors on Instagram: <http://instagram.com/michaelkors>

Michael Kors on Pinterest: <http://pinterest.com/michaelkors.com>

@MichaelKors on Weibo: <http://weibo.com/michaelkors>

Search for “Michael Kors” on Weixin and WeChat

Search for “Michael Kors” on LINE Japan

Android Wear™ requires a phone running Android 4.3+ or iOS 8.2+. Supported features may vary between platforms. Visit g.co/wearcheck on your Android phone or iPhone® to see if your device is compatible.

Google, Android and Android Wear are trademarks of Google Inc.

iPhone is a trademark of Apple, Inc. Qualcomm and Snapdragon are trademarks of Qualcomm Incorporated.

About Michael Kors

Michael Kors is a world-renowned, award-winning designer of luxury accessories and ready-to-wear. His namesake company, established in 1981, currently produces a range of products under Michael Kors Collection, MICHAEL Michael Kors and Michael Kors Mens, including accessories, footwear, watches, jewelry, ready-to-wear and a full line of fragrance products. Michael Kors stores are operated, either directly or through licensing partners, in some of the most prestigious cities in the world, including New York, Beverly Hills, Chicago, London, Milan, Paris, Munich, Istanbul, Dubai, Seoul, Tokyo and Hong Kong.

Forward-Looking Statements

This press release contains forward-looking statements. You should not place undue reliance on such statements because they are subject to numerous uncertainties and factors relating to the Company’s operations and business environment, all of which are difficult to predict and many of which are beyond the Company’s control. Forward-looking statements include information concerning the Company’s possible or assumed future results of

operations, including descriptions of its business strategy. These statements often include words such as “may,” “will,” “should,” “believe,” “expect,” “seek,” “anticipate,” “intend,” “plan,” “estimate” or similar expressions. The forward-looking statements contained in this press release are based on assumptions that the Company has made in light of management’s experience in the industry as well as its perceptions of historical trends, current conditions, expected future developments and other factors that it believes are appropriate under the circumstances. You should understand that these statements are not guarantees of performance or results. They involve known and unknown risks, uncertainties and assumptions. Although the Company believes that these forward-looking statements are based on reasonable assumptions, you should be aware that many factors could affect its actual financial results or results of operations and could cause actual results to differ materially from those in these forward-looking statements. These factors are more fully discussed in the “Risk Factors” section and elsewhere in the Company’s Annual Report on Form 10-K for the fiscal year ended April 2, 2016 (File No. 001-35368), filed on June 1, 2016 with the U.S. Securities and Exchange Commission.

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