

Michael Kors Brings Fashion to Technology with Android Wear at Baselworld 2016

3/17/2016

NEW YORK--(BUSINESS WIRE)-- Michael Kors is now entering the wearables market. This fall, the company will introduce a new wearable technology accessories line, beginning with the **MICHAEL KORS ACCESS** display smartwatch. The launch is geared towards the fashion-focused consumer and features a smart timepiece that focuses on glamorous style and innovative design from a leader in luxury fashion.

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

<http://www.businesswire.com/news/home/20160317005783/en/>

MICHAEL KORS ACCESS Smartwatch (Photo: Business Wire)

The cutting-edge technology, which runs with both iPhone and Android phones, is made possible through a partnership with Google, using their Android Wear™ smartwatch platform. John Idol, Chairman and CEO of Michael Kors, and David Singleton, VP of Engineering for Android Wear, announced the launch at Baselworld 2016, the watch industry's premier trade show.

Designed to show that technology and social connectivity should be seamless, the **MICHAEL KORS ACCESS** line proves that access can be both glamorous and effortless. "I'm in the business of making people's lives easier through fashion," says Michael Kors. "I thought, 'Why can't tech accessories be chic and glamorous?' You wear them every day. After all, technology is impacting life more and more. It should reflect your personal taste as much as anything else, but it should also give you access to all the experiences that you want."

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

- Exclusive Michael Kors display faces, which change with a swipe—whether it's a digital chronograph design for

the gym or glittering, animated pavé for night

- Interchangeable leather and silicone wristbands
- Glamorous versions for women and sporty versions for men

Powered by Android Wear, the touchscreen display smartwatches include:

- Social media updates and text and email alerts
- App notifications
- Smart help from Google™
- Built-in fitness tracking
- Voice-activated Google™

"Our brand is built on giving our customers what they want for their 24/7, fast-paced lifestyle," says John Idol. "We know they're busy and need to be connected. We're now offering them a smartwatch that lets them have access to a world of glamour, escape and adventure."

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," David Singleton says. "**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."

The **MICHAEL KORS ACCESS** smartwatch will retail starting at **\$395 USD** and will be available in Michael Kors stores, **MichaelKors.com** and select department and specialty stores in fall 2016.

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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

Embedding The Videos

You can embed the MICHAEL KORS ACCESS Smartwatch videos presented at the Baselworld 2016 press conference using the embed codes below:

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/dcbXqNGeG6E" frameborder="0" allowfullscreen></iframe>
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<iframe width="560" height="315" src="https://www.youtube.com/embed/bh1sJ_XorV0" frameborder="0" allowfullscreen></iframe>
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If there are any questions about the above, please reach out (or have your developers reach out) to eric.mogil@michaelkors.com for further assistance.

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 through his Michael Kors Collection and MICHAEL Michael Kors labels, including accessories, footwear, watches, jewelry, men's and women's 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 operations and business environment of the Company, 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," "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.

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Source: Michael Kors

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