MICHAEL KORS LAUNCHES YOUR VOICE MATTERS CAMPAIGN FOR 2020 ELECTION

NEW YORK – September 1st, 2020 – Michael Kors is pleased to announce the launch of YOUR VOICE MATTERS, a campaign aimed at encouraging voter registration and participation in the upcoming 2020 presidential election. A focal point of the campaign will be the release of a special MICHAEL Michael Kors T-shirt and a Michael Kors Collection sweater, both of which benefit the NAACP Legal Defense and Educational Fund, Inc. (LDF), America's premier legal organization fighting for racial justice.

The T-shirt and sweater are exclusive to the United States and reinforce the campaign's central message: that no matter who you are, your voice, and your vote, can make a difference. The MICHAEL Michael Kors T-shirt, which retails for $40, features the phrase "Your Voice Matters" on the front and "Vote" on the back. The Michael Kors Collection cashmere intarsia sweater, which retails for $850, states simply, VOTE. One hundred percent of the profits from the sale of these pieces will go to the LDF.

"Our greatest right and privilege as Americans is the right to have our voices heard," says Michael Kors. "Voting is the ultimate way to make sure that your voice is not lost. These T-shirts and sweaters are a reminder for all Americans to vote and not let their voices be extinguished. It's also an opportunity to raise money for legal and social justice."

To produce the "Your Voice Matters" T-shirts, the company partnered with Black-owned business FKSP, operated by African American fashion designer Folake Kuye Huntoon. The T-shirt will be produced at the FKSP factory in the heart of the Los Angeles fashion district, where Folake produces all of her designs.

Starting in early September, customers can shop the T-shirt and sweater online at MichaelKors.com. The T-shirt will also be available in select Michael Kors Lifestyle stores, while the sweater will be available in select Michael Kors Collection stores.

Specially designed campaign windows will be on display at the Michael Kors Rockefeller Center flagship store in Manhattan during the first week of September. The campaign will also run across the brand's social and digital platforms throughout the Fall season.

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, ready-to-wear, footwear, wearable technology, watches, and a full line of fragrance products. Michael Kors stores are operated in the most prestigious cities in the world. In addition, Michael Kors operates digital flagships across North America, Europe and Asia, offering customers a seamless omni-channel experience.

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