

FOR IMMEDIATE RELEASE:

MICHAEL KORS INTRODUCES MORE STYLES TO THEIR FASHION-FORWARD MICHAEL KORS ACCESS LINE

NEW YORK – September 6, 2017 Michael Kors, a global luxury fashion brand, is pleased to introduce the next generation of MICHAEL KORS ACCESS wearable technology with the Sofie and Grayson touchscreen smartwatches.

Additionally, Michael Kors announces their comarketing partnership with Google to promote the innovative Google Assistant™ technology within each smartwatch.

“From the incredible response we’ve had to MICHAEL KORS ACCESS, it’s clear our customers love how these accessories simplify their lives while offering great style,” says Michael Kors. “We’re thrilled that the latest smartwatches truly blend fashion and function with gorgeous new design and cutting-edge technology from Google.”

Of special note:

- **THE SOFIE TOUCHSCREEN SMARTWATCH FOR WOMEN:**

The sleek and feminine Sofie features a thin, lightweight profile with a pavé bezel and a full-round 1.19-inch AMOLED (active-matrix organic light-emitting diode) display with a 390x390 pixel resolution and an ambient light sensor to enhance battery life. It is offered in eight different plating-and-bracelet combinations, including a special-edition Watch Hunger Stop style benefiting the United Nations World Food Programme (WFP)*, along with seven quick-release interchangeable strap options.

The Sofie is designed for the customer who wants it all: technological innovation, social connectivity and glamorous style.

- **THE GRAYSON TOUCHSCREEN SMARTWATCH FOR MEN:**

The Grayson, made to complement the 24/7 lifestyle of the modern man, has a 1.39-inch full-round display with a 454x454 pixel resolution, and a rotating crown for quick scrolling. It is offered in gold-tone, stainless steel and blue and black ion-plate, with four interchangeable strap options.

Like all MICHAEL KORS ACCESS wearables, the Sofie and the Grayson are compatible with both Android™ and iOS® phones thanks to cutting-edge technology made possible through a partnership with Google and the Android Wear™ 2.0 smartwatch platform. Both the Sofie and Grayson smartwatches feature the Qualcomm® Snapdragon™ Wear 2100 system-on-a-chip.

- **A SIGNIFICANT EXPANSION OF MEN’S SMARTWATCHES**

Michael Kors believes that men’s smartwatches represent an important opportunity for the future. In addition to the new touchscreen smartwatch, the brand has introduced two new hybrid smartwatch styles for men as well as expanded the existing Gage hybrid assortment. Together, these new options offer the Michael Kors man a broad range of exceptional-looking smartwatches enhanced with the fitness tracking, sleep tracking and notifications he finds most useful.

“I’m excited about our collaboration with Google and their groundbreaking Google Assistant technology, which reinforces our goal to be an innovator in the wearable technology space,” says John D. Idol, Chairman and CEO of Michael Kors. “With Michael Kors Access smartwatches, our customers are now instantly connected.”

“MICHAEL KORS ACCESS and Android Wear help you make the most of every minute, with fantastic options for customizing your watch to express your personal style,” says David Singleton, VP of Engineering for Android Wear.

“The fashion-forward design of the MICHAEL KORS ACCESS line combined with the best-in-class software experience of Android Wear, including the Google Assistant, will help Michael Kors customers stay on top of their busy, fastpaced lives with a glance.”

Michael Kors is also pleased to announce an update to their **My Social** microapp, which now allows photos from a user’s Facebook account in addition to their Instagram account to be used for custom watch faces. The feature is available to all Michael Kors Access touchscreen smartwatch users via a software update in the Google Play Store.

MICHAEL KORS ACCESS touchscreen smartwatches start at **\$350 USD**. Hybrid smartwatches start at **\$250 USD**. All are available in select Michael Kors stores, MichaelKors.com, and select department and specialty stores in select markets in September 2017 and Mainland China in October 2017.

ABOUT MICHAEL KORS ACCESS TOUCHSCREEN SMARTWATCHES

All MICHAEL KORS ACCESS touchscreen smartwatches offer customizable features perfect for the brand’s sophisticated, busy and socially connected customers:

- Exclusive Michael Kors display watch faces, which change with a swipe—whether it’s a digital chronograph designed for the gym or glittering, animated pavé for night
- Hundreds of possible combinations of display faces with customizable colors and subdials.
- A touchscreen display smartwatch powered by Android Wear 2.0 so you can:
 - Talk to your Google Assistant™ by holding the power button or saying “Ok Google.” Ask about weather, set a reminder, get directions and more
 - Download third-party apps easily through the Google Play Store
 - Customize watch faces, color combinations and information to suit your style, your mood and your life
 - Create your very own watch face with your Instagram™ and Facebook™ photos with the **My Social** microapp (exclusively on MICHAEL KORS ACCESS touchscreen smartwatches)
 - Track runs, bike rides, strength training and more through Google Fit
 - Measure calories, pace, distance and additional exercises based on settings
 - Stream music right from your watch when you are connected to phone or WiFi with the Google Play Music app
- Interchangeable leather, silicone and stainless-steel straps
- Styles for men and women
- Magnetic charging

TO LEARN MORE, FIND US AT:

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

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

Michael Kors on Instagram: <http://instagram.com/michaelkors>

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

Michael Kors on YouTube: <https://www.youtube.com/user/michaelkors>

Michael Kors on Snapchat: <https://www.snapchat.com/add/michaelkors>

Michael Kors on Twitter: <http://twitter.com/michaelkors>

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

Michael Kors on Weibo: <http://weibo.com/michaelkors>

Search for “Michael Kors” on Weixin and WeChat

Search for “Michael Kors” on LINE Japan

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.

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.

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, Android Wear, Google Assistant, Google Fit and iOS are trademarks of Google Inc. iPhone is a trademark of Apple, Inc. Qualcomm and Snapdragon are trademarks of Qualcomm Incorporated. Instagram and Facebook are trademarks of Facebook, Inc.

**For each purchase of the special-edition Watch Hunger Stop Sofie smartwatch from a Michael Kors retail store or official Michael Kors website, Michael Kors will donate US \$25 to WFP. WFP does not endorse any products or services.*