

MICHAEL KORS

FOR IMMEDIATE RELEASE:

MICHAEL KORS WELCOMES SUMMER WITH COLOR AND LUXURY

From bold sport-chic to fresh floral detailing, these watches celebrate summer style.

NEW YORK, January 2018 — For summer, Michael Kors presents updates to some of the brand's most iconic collections. The ever-popular Bradshaw is given a sporty silicone update that makes it perfect for every day. The Slim Runway channels a luxe and playful safari mood with a dial that features a lion wearing Michael's signature aviator sunglasses. Feminine style completes the summer collection via floral accents on some of Michael Kors' top-selling women's styles.

EVERYDAY LUXE

The iconic Bradshaw platform returns, offering bold, sport-luxe statement pieces for the season. The classic oversized watch features colorful silicone straps paired with gold- and rose-gold tone cases. Roman numeral indexes and bright hues complete the breezy, high-impact look.

SAFARI STYLE

The Slim Runway brings feline flair to summer dressing. One style features a sleek gold-tone case, tonal minimalist dial and black leather strap complete with a gold-tone lion on either side of the two-piece strap. The other Slim Runway watch is highlighted by a regal lion—wearing Michael's signature shades—atop the gold-tone dial.

FEMININE FLORAL

Delicate hues and feminine detailing show the softer side of summer. A rose gold-tone Sofie watch with a chic mother-of-pearl chronograph dial is finished with a sparkling pavé bezel. The popular Portia watch returns in gold- and rose gold-tone—both styles paired with a matte leather strap accented with floral appliqué. The Petite Norie completes the collection with two polished and pretty options, both with mother-of-pearl flower dials and glittering pavé bezels.

The Michael Kors Summer Collection will be available in select retailers worldwide beginning April 2018.

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.

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SUMMER 2018 WATCH COLLECTION

TECHNICAL DESCRIPTIONS



BRADSHAW (MK2729)

CASE SIZE	38X46MM
LUG WIDTH	UNI-BODY
MOVEMENT	ANALOG
CASE MATERIAL	SILICONE
CASE FINISH/PLATING	MATTE / BLACK
DIAL	SUNRAY / BLACK
STRAP/BRACELET	SILICONE / UNIBODY STRAP
CLOSURE	SINGLE PRONG STRAP BUCKLE
WATER RESISTANCE	10 ATM



BRADSHAW (MK2731)

CASE SIZE	38X46MM
LUG WIDTH	UNI-BODY
MOVEMENT	ANALOG
CASE MATERIAL	SILICONE
CASE FINISH/PLATING	MATTE / BLUE
DIAL	SUNRAY / BLUE
STRAP/BRACELET	SILICONE / UNIBODY STRAP
CLOSURE	SINGLE PRONG STRAP BUCKLE
WATER RESISTANCE	10 ATM



BRADSHAW (MK6578)

CASE SIZE	40X45MM
LUG WIDTH	16MM
MOVEMENT	MULTIFUNCTION
CASE MATERIAL	STAINLESS STEEL
CASE FINISH/PLATING	POLISHED / GOLD
DIAL	SUNRAY / WHITE
STRAP/BRACELET	STAINLESS STEEL/SILICONE / 3LINK BRACELET
CLOSURE	2 PUSHER FOLDOVER CLASP
WATER RESISTANCE	10 ATM



BRADSHAW (MK6580)

CASE SIZE	40X45MM
LUG WIDTH	16MM
MOVEMENT	MULTIFUNCTION
CASE MATERIAL	STAINLESS STEEL
CASE FINISH/PLATING	POLISHED / ROSE GOLD
DIAL	SUNRAY / BLACK
STRAP/BRACELET	STAINLESS STEEL/SILICONE / 3LINK BRACELET
CLOSURE	2 PUSHER FOLDOVER CLASP
WATER RESISTANCE	10 ATM



BRADSHAW (MK6585)

CASE SIZE	42X51MM
LUG WIDTH	20MM
MOVEMENT	QUARTZ/CHRONO
CASE MATERIAL	STAINLESS STEEL
CASE FINISH/PLATING	POLISHED / WHITE
DIAL	SUNRAY / WHITE
STRAP/BRACELET	STAINLESS STEEL / 3LINK BRACELET
CLOSURE	2 PUSHER FOLDOVER CLASP
WATER RESISTANCE	10 ATM



SLIM RUNWAY (MK2743)

CASE SIZE	42X47MM
LUG WIDTH	20MM
MOVEMENT	QUARTZ/3 HAND
CASE MATERIAL	STAINLESS STEEL
CASE FINISH/PLATING	POLISHED / GOLD
DIAL	SUNRAY / GOLD
STRAP/BRACELET	LEATHER / TWO PIECE STRAP
CLOSURE	SINGLE PRONG STRAP BUCKLE
WATER RESISTANCE	5 ATM



SLIM RUNWAY (MK3889)

CASE SIZE	42X47MM
LUG WIDTH	12MM
MOVEMENT	QUARTZ/3 HAND
CASE MATERIAL	STAINLESS STEEL
CASE FINISH/PLATING	POLISHED / GOLD
DIAL	NOVELTY / GOLD
STRAP/BRACELET	STAINLESS STEEL / 3LINK BRACELET
CLOSURE	2 PUSHER FOLDOVER CLASP
WATER RESISTANCE	5 ATM



PETITE NORIE (MK3892)

CASE SIZE	28X35MM
LUG WIDTH	14MM
MOVEMENT	QUARTZ/3 HAND
CASE MATERIAL	STAINLESS STEEL
CASE FINISH/PLATING	POLISHED / ROSE GOLD
DIAL	GLOSSY / MOP
STRAP/BRACELET	STAINLESS STEEL / 3LINK BRACELET
CLOSURE	BRACELET DEPLOYANT
WATER RESISTANCE	5 ATM



PORTIA (MK2737)

CASE SIZE	37X40MM
LUG WIDTH	16MM
MOVEMENT	ANALOG
CASE MATERIAL	STAINLESS STEEL
CASE FINISH/PLATING	POLISHED / GOLD
DIAL	SUNRAY / WHITE
STRAP/BRACELET	LEATHER / SADDLE STRAP
CLOSURE	SINGLE PRONG STRAP BUCKLE
WATER RESISTANCE	5 ATM



PORTIA (MK2738)

CASE SIZE	37X40MM
LUG WIDTH	16MM
MOVEMENT	ANALOG
CASE MATERIAL	STAINLESS STEEL
CASE FINISH/PLATING	POLISHED / ROSE GOLD
DIAL	SUNRAY / WHITE
STRAP/BRACELET	LEATHER / SADDLE STRAP
CLOSURE	SINGLE PRONG STRAP BUCKLE
WATER RESISTANCE	5 ATM



SOFIE (MK6576)

CASE SIZE	39X47MM
LUG WIDTH	16MM
MOVEMENT	QUARTZ/CHRONO
CASE MATERIAL	STAINLESS STEEL
CASE FINISH/PLATING	POLISHED / ROSE GOLD
DIAL	GLOSSY / MOP
STRAP/BRACELET	STAINLESS STEEL / 3LINK BRACELET
CLOSURE	2 PUSHER FOLDOVER CLASP
WATER RESISTANCE	5 ATM



PETITE NORIE (MK3891)

CASE SIZE	28X35MM
LUG WIDTH	14MM
MOVEMENT	QUARTZ/3 HAND
CASE MATERIAL	STAINLESS STEEL
CASE FINISH/PLATING	POLISHED / SILVER
DIAL	GLOSSY / MOP
STRAP/BRACELET	STAINLESS STEEL / 3LINK BRACELET
CLOSURE	BRACELET DEPLOYANT
WATER RESISTANCE	5 ATM