

FOSSIL
GROUP

LEARNER'S GUIDE

MICHAEL KORS
**WATCH & JEWELRY
COLLECTION**



A dark background with a bokeh light effect, featuring out-of-focus light circles in warm tones like yellow, orange, and white, primarily concentrated in the upper left and center areas.

OVERVIEW

In this module you will learn about the Michael Kors brand. You will also begin to understand what elements make each piece a Michael Kors exclusive design and how to quickly identify features of each collection. Finally, you will learn how to effectively present the collection.

A LOOK INTO THE BRAND

Let us begin by talking about the Michael Kors brand itself. As you know, Michael Kors is a world-renowned, award-winning designer of fashion accessories and ready-to-wear, based in the United States with a global reach. However, did you know that the brand:

- Was established in 1981 where Michael Kors was given a small space in a store on Fifth Avenue New York City called Bergdorf Goodman
- Produces a range of products under his signature Michael Kors collection and Michael Michael Kors labels. These products include accessories, footwear, watches, jewelry, men's and women's ready-to-wear, eyewear and a full line of fragrance products
- Is dedicated to designing a version of style that is as practical as it is indulgent, as timeless as it is modern

BRAND

DETAILS



More than just "basics", A woman's wardrobe is never complete without these six iconic pieces from my collection. Each of these helps develop an everyday outfit into a chic and sophisticated, Jetset Look.

XX MK

The Michael Kors brand is defined by 4 specific words: chic, sophisticated jetset and luxury. These four words should be used when describing and selling the brand. At the same time, the Michael Kors brand is not cute, stuffy, trendy or gaudy. Through these words, the brand is brought to life through 6 iconic pieces in the Michael Kors collection.

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LUGGAGE
LEATHER
HANDBAG



5

GOLD
AVIATORS

1

THE RUNWAY
WATCH



6

CASHMERE



4

MICHAEL KORS
SIGNATURE
FRAGRANCE



2

TRENCH
COAT



MICHAEL KORS
WATCH & JEWELRY

BRAND

DETAILS

Michael Kors is an American based company with a global reach. Michael has over 65 boutiques across the world in key fashion cities like Los Angeles, California; New York City, New York; Paris, France and Shanghai, China. Many celebrities are wearing the Michael Kors brand because Michael designs his products to stand out, but also blend with the current style. Some celebrities who wear Michael Kors are: First Lady Michelle Obama, Blake Lively and Bette Midler. The Michael Kors distribution spans across all distribution locations with over 65 boutiques, more than 235 shop in shop locations and more than 9500 additional selling locations.



Los Angeles, California



New York, New York



Shanghai, China



Paris, France

BRAND

DETAILS

In addition to his global presence through his boutiques, shop in shops and additional sales locations, Michael Kors has many followers through social media, like Facebook, Twitter, Instagram and Weibo. The Michael Kors brand and lifestyle is highly demanded by his followers across the globe. In addition to social media, the Michael Kors website is home to many celebrity sightings in the Kors collection, the Jet Set lifestyle and a blog with Michael's fashion thoughts. The Michael Kors lifestyle can be followed at <http://destinationkors.michaelkors.com>.

FACEBOOK



**MOST
ENGAGED
BRAND**



**16.4m
plus**

TWITTER



**TOP
LIVING
DESIGNER**



**2.5m
plus**

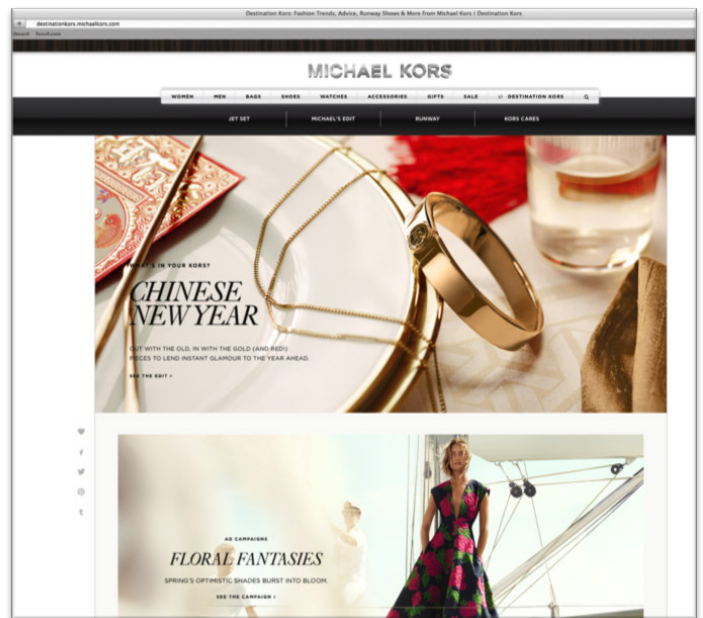
INSTAGRAM



**TOP
FASHION
BRAND**



**3m
plus**



DESIGN

DETAILS

When looking at a Michael Kors designed watch, there are design details that establish the watch as a true Michael Kors product. Let's look at the Runway watch and see all the elements that make up its core features.

BAND - Offered in many materials and styles, the Michael Kors collection offers straps in leather and silicone or bracelets with 3, 5 or 7 stainless steel, ceramic or acetate links.

DIAL - The signature Michael Kors logo is displayed at the top of the dial with letters evenly spaced.

CROWN - The MK logo is also engraved on the crown and should be smooth and defined.

CASE BACK - The case back has the serial number near the edge of the case back and within inner circle.

CASE - Substantial weight to the Michael Kors watch collection portrays the high quality of materials used.

BUCKLE - The MK buckle features the Michael Kors name.



WATCHES

introducing the collection

the RUNWAY

Give your wrist the luxe factor with the cult-classic Runway watch - the most opulent accent day or night. This timeless piece keeps you punctual, while the design and stainless steel have borrowed-from-the-boys appeal. Wear it on its own for easy chic, or pile it up with your favorite bracelets for more-is-more glamour.



the PARKER

Turn your attention to the Parker: this sleek and chic timepiece is trimmed with sparkling pavé stones for an elegant, uptown sensibility. Available with a fresh mix of tones and textures for modern, feminine appeal. With just the right amount of sparkle, it's the perfect watch to glam up an everyday look or to complete a sophisticated ensemble.



DID YOU KNOW?

Quickly becoming the most recognizable platform in the collection; the “test” platform for all new colors, materials, and design techniques

▶ Round stone glitz indexes and double-row glitz embellished top ring.

▶ Fully-functioning chronograph movement and date window

▶ Elegant t-bar construction for bracelet-to-case connection

the **BLAIR**

Pretty in pavé, the Blair strikes an undeniably feminine note. The classic shape keeps it feeling timeless, letting its modern pavé accents stand out. Completely embellished around the face and bezel, it's a dazzling piece that will imbue every look with a sense of glamour. Suddenly, every day calls for sparkle.



the RITZ

Polished with a little pizazz, that's the Ritz watch's style mantra. We love how its little luxuries — a tonal dial and sparkling crystal time-stops — put the focus on femininity, while the masculine, menswear-inspired bracelet renders this timepiece well-rounded. Complement the glitz by pairing it with an embellished cocktail ring or style it solo for easy daytime decadence.

DID YOU KNOW?

The Ritz and the men's counterpart - Scout - are the only styles in the collection with the knurling textured top ring

► Available with genuine Mother-of-Pearl dials

► Round stone glitz indexes

► All-stainless steel construction in various plating tones

► Luxury-inspired 5-link bracelet construction featuring alternating width links

the DARCI

A little glam, a little girl next door — the Darci watch delivers standout style without going over the top. A pavé-embellished bezel lends look-at-me flair, while the ultra-chic bracelet renders this timepiece exceptionally elegant. Pair it with breezy pieces in delicate fabrics for a chic juxtaposition.



JEWELRY

introducing the collection

the **HERITAGE** *collection*

Functional closures and classic silhouettes in both skinny and wide styles, the Heritage Collection features a variety of options for any occasion. The Heritage collection features classic Astor, Fulton “MK” logo, Michael Kors logo, and the iconic “Michael Kors est. 1981” plaque, as well as a sporty padlock.

DID YOU KNOW?

Heritage styles will always have iconic hardware such as padlocks, push plaques, buckle details, turn locks and toggles

- The Heritage jewelry collection is characterized by the signature Michael Kors logo or MK logo



- Most items in the Heritage jewelry collection are oversized, bold and eye-catching pieces

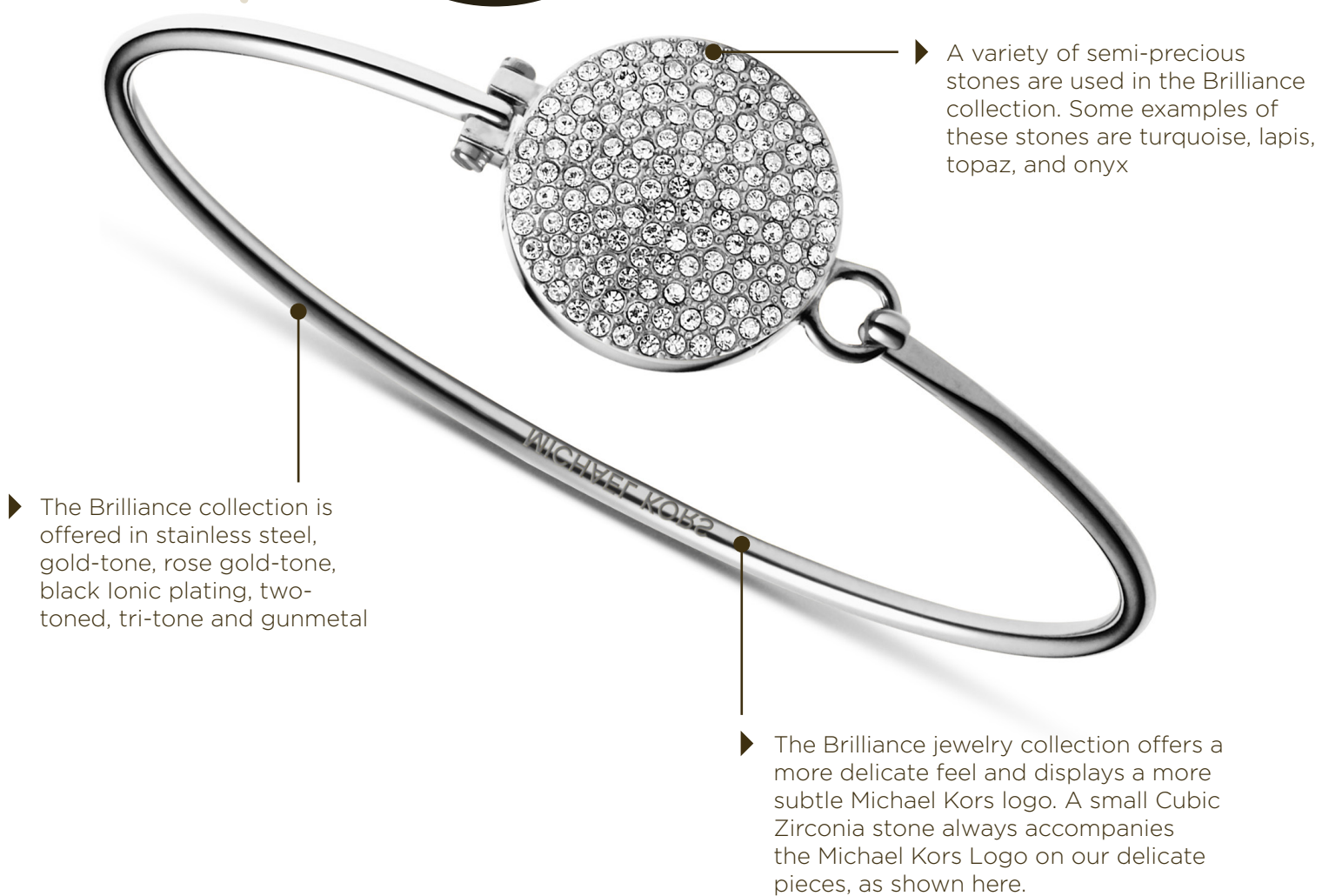
- Additional elements of the Heritage collection are acetate details in tortoise, blush and blush tortoise

the **BRILLIANCE** *collection*

The Brilliance Collection is divided into 2 groups: Brilliance Motifs and Brilliance Statement. Iconic motifs continue to be our signature padlock, hearts, and key. Our Brilliance Statement is all about delicately interlocking rings and subtle pavé details. Our Brilliance Statement collection also brings pops of color in the form of pavé, baguette or set stones. By featuring elegant pavé details, colorful crystals and elements of hi-shine, the Brilliance Collection adds sparkle to any woman's look, dressed up or down.

DID YOU KNOW?

The Brilliance collection offers many types of glitz in pavé, set stones, baguettes and channel set stones



PRESENTING

MICHAEL KORS WATCHES & JEWELRY

Now that you know about the collection, it's time to present the product. To ensure a great customer experience, it's important to highlight the unique designs, features and quality of the Michael Kors collection. To maximize your presentation, be sure to include the following key items:

MAKE A CONNECTION

- Greet the customer as they enter the location.
- Determine what occasion brought the guest in.
- When you meet the customer and make a connection, you begin to build a relationship with the customer and then you must read the customer's signals to determine the next steps.
- The interaction should be unique and genuine for each customer.

ASK QUESTIONS, LISTEN & GIVE OPTIONS

- By asking purposeful questions, actively listening, and then responding to clues, you will begin determining what the customer wants or needs.
- Selling benefits allows you to present merchandise that will meet the needs of the customer. After determining the customer's needs, present the key features of the watch as you hold it in your hand.
- Know your product! For example, when highlighting the "Runway" share with the customer that it is one of Michael's iconic pieces - the one watch he feels every woman should own.
- When comparing multiple watches, place their potential selections on a presentation pad to review features of each.



MICHAEL KORS

PRESENTING

MICHAEL KORS WATCHES & JEWELRY

WARDROBE & ACCESSORIZE

- A key part of the customer experience is to have the customer try on their selected watches. An example of how to effectively accomplish this include, “Let’s go ahead and place the watch on your wrist.”
- Once the customer gives you permission, assist the customer as they slip the watch on their wrist. This is also a great time to let the product speak for itself.
- Always recommend the customer view the watch on their wrist in a mirror - this allows them to envision what their purchase will look like.
- Wardrobing allows you to present additional items that compliment the original one and pull a stylish look together.
- Accessorizing is an opportunity for you to recommend complimentary items that enhance the usability and enjoyment of a single piece

CLOSE THE SALE & SIZING

- By closing the sale effectively, you reinforce the customer’s buying decisions by thanking him or her, inviting them back, carefully packaging the purchase, and again, re-stating how well the selection meets his or her needs.
- For bands that need sizing, remember to offer to custom size the watch at the time of purchase. * For additional information on sizing, please refer to the Watch Care module.
- Reassure the customer the quality of the collection by highlighting the 24-month warranty period for watches (this includes watch movement, hands and dial).
- For repairs, the Fossil-owned Metro Service Centers offer complimentary repair service for watches still within the warranty period. Please note: Customers must be advised that proof of purchase is required for all repairs sent to the service center. Please see the Warranty Booklet in the watch box for additional information.



A dark background with a bokeh effect of out-of-focus light circles in warm tones like yellow, orange, and white, creating a soft, glowing atmosphere.

WRAP-UP

Now you know what makes a watch tick! You have a deeper understanding of watch anatomy and how your knowledge can assist with your customer's needs and questions when purchasing a watch. We encourage you to continue to leverage the scenarios in this module and to practice putting your new knowledge into action everyday.



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