

## PRESENTING MICHAEL KORS ACCESS

Michael Kors is now entering the wearables market with a new wearable technology accessories line, beginning with the MICHAEL KORS ACCESS display smartwatch. Featuring designs based on the iconic Bradshaw and Dylan styles, the launch is geared towards the fashion-focused consumer and features a smart timepiece that fuses glamorous style and innovative design from a leader in luxury fashion. With customizable display faces that transform the look of the smartwatch and functionality to keep you seamlessly connected to what matters most, the MICHAEL KORS ACCESS smartwatch serves as a personal assistant on your wrist.

### CONNECTIVITY

Powered by Android Wear™, the smartwatch is compatible with Apple and Android smartphones and connects with your favorite apps, such as Instagram and Uber (functionality varies based on phone's operating system).

### CUSTOMIZABLE DISPLAY FACES

Personalize the watch face in countless ways to suit your style; activate modes that automatically update the face when transitioning your look from day to night.

### WIRELESS CHARGING

The small, sleek magnetic charger makes traveling easy.

### ACTIVITY TRACKING

With built-in fitness tracking through Google Fit, you can view calories burned, steps and distance traveled.

### NOTIFICATIONS

Receive notifications directly to your wrist. View incoming calls, texts, and other smartphone alerts at a glance.

### INTERCHANGEABLE STRAPS

With straps available in silicone, genuine leather and embossed lizard and python, the Bradshaw and Dylan watches can be dressed up or down by changing out the straps.

### VOICE ACTIVATION/VOICE CALLING

Search the Internet and initiate phone calls by speaking into your smartwatch (functionality varies based on phone's operating system).

**The MICHAEL KORS ACCESS smartwatch will be available in select retailers worldwide beginning September 2016.**

### 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, MICHAEL Michael Kors and Michael Kors Mens 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.

**MICHAEL KORS ACCESS BRADSHAW SMARTWATCH**



**BRADSHAW - MKT5001**

<b>FUNCTION:</b>	Digital Display
<b>CASE MATERIAL:</b>	Stainless Steel
<b>CASE SIZE:</b>	44.5mm
<b>CASE SHAPE:</b>	Round
<b>WATER RESISTANCE:</b>	1 ATM
<b>STRAP/BRACELET MATERIAL:</b>	Stainless Steel
<b>STRAP CLOSURE:</b>	Bracelet Deployant
<b>LUG WIDTH:</b>	22mm
<b>BATTERY TYPE:</b>	Wireless Charger
<b>BATTERY LIFE:</b>	All Day Battery Life (Based on usage)
<b>STORAGE:</b>	4GB
<b>SENSORS:</b>	Accelerometer, Gyroscope
<b>CONNECTIVITY:</b>	WiFi b/g/n, Bluetooth Smart Enabled / 4.1 Low Energy

**STYLES**



MKT5002



MKT5003



MKT5004



MKT5006



MKT5007



MKT5012



MKT5001  
MKT9009  
Leather Strap



MKT5004  
MKT9006  
Leather Strap



MKT5000  
MKT9005  
Leather Strap

MICHAEL KORS ACCESS DYLAN SMARTWATCH



DYLAN - MKT5008

<b>FUNCTION:</b>	Digital Display
<b>CASE MATERIAL:</b>	Stainless Steel
<b>CASE SIZE:</b>	46mm
<b>CASE SHAPE:</b>	Round
<b>WATER RESISTANCE:</b>	1 ATM
<b>STRAP/BRACELET MATERIAL:</b>	Silicone
<b>STRAP CLOSURE:</b>	Strap Deployant
<b>LUG WIDTH:</b>	28mm
<b>BATTERY TYPE:</b>	Wireless Charger
<b>BATTERY LIFE:</b>	All Day Battery Life (Based on usage)
<b>STORAGE:</b>	4GB
<b>SENSORS:</b>	Accelerometer, Gyroscope
<b>CONNECTIVITY:</b>	WiFi b/g/n, Bluetooth Smart Enabled / 4.1 Low Energy

STYLES



MKT5011



MKT5010



MKT5011  
MKT9014  
Leather Strap

BRADSHAW INTERCHANGEABLE STRAPS



MKT9008  
Embossed Leather



MKT9000  
Black Silicone



MKT9001  
White Silicone



MKT9002  
Blue Silicone



MKT9003  
Red Silicone



MKT9004  
Brown Leather



MKT9005  
White Leather



MKT9006  
Red Leather



MKT9007  
Black Leather



MKT9009  
Embossed Leather

DYLAN INTERCHANGEABLE STRAPS



MKT9015  
Brown Leather



MKT9010  
Black Silicone



MKT9011  
White Silicone



MKT9012  
Blue Silicone



MKT9013  
Red Silicone



MKT9014  
Black Leather