

# MICHAEL KORS ACCESS

EXECUTIVE SUMMARY

07.25.16

# Mission

Position Michael Kors as the global leader in fashionable wearables.

CONNECTED. ELEVATED. VERSATILE. FRESH. SOCIAL

The image displays a multi-device digital marketing strategy for Michael Kors. On the left, a desktop monitor shows the Michael Kors homepage with a large banner featuring a man in sunglasses looking at a helicopter. Below the banner, the text "MICHAEL KORS ACCESS" is prominently displayed, followed by a subtext "An entirely new category of smartwatches and accessories in true Michael Kors fashion." and a "SHOP ALL" button. On the right, a smartphone screen shows the "YOUR GOALS, TRACKED" feature of the Michael Kors Access app, with a woman's face on the screen and a circular progress bar at the bottom. Below the smartphone is another computer monitor displaying a close-up of a gold-toned smartwatch with a green face and the text "SUIT YOURSELF" above it.

MICHAEL KORS

WOMEN MEN HANDBAGS SHOES WATCHES ACCESSORIES GIFTS SALE DESTINATION KORS SEARCH

MICHAEL KORS ACCESS

An entirely new category of smartwatches and accessories in true Michael Kors fashion.

SHOP ALL

YOUR GOALS, TRACKED

SUIT YOURSELF

Michael Kors

## WHERE WE ARE

MAY

JUNE

JULY

AUGUST

### Design

Visual design of the web ecosystem.

Copy collaboration with Editorial team.



### Dev & Production

Still renders.

Web development.

Collaboration with Ryan's team.



### Delivery

Translations.

Video Rendering.

Web QA.



## 1. Lifestyle & Product Integration

LP Marquee mixed lifestyle/product, SW Marquee product only.

## 2. Gender balance

Female 70%, Male 30%

## 3. Product relevancy

Smartwatch 60%, Tracker 30%, Hybrid 10%

## 4. Seasonal lifestyle

Leverage catalogue imagery to drive lifestyle content.

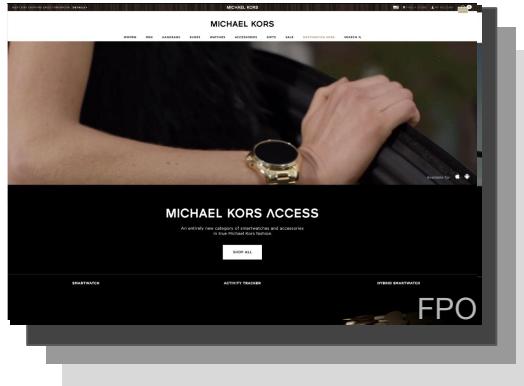
## 5. Editorial style

Grid layouts to combine lifestyle and product shots.

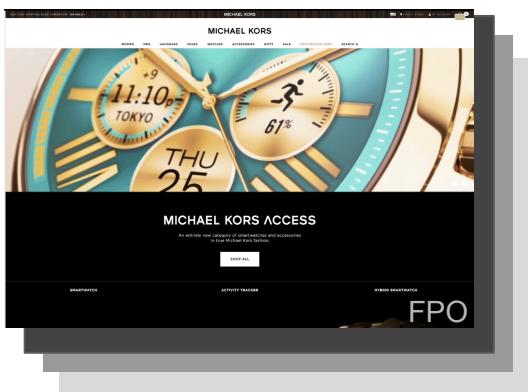
## 6. Engaging but clear

Headlines as direct as possible speaking to a primary benefit

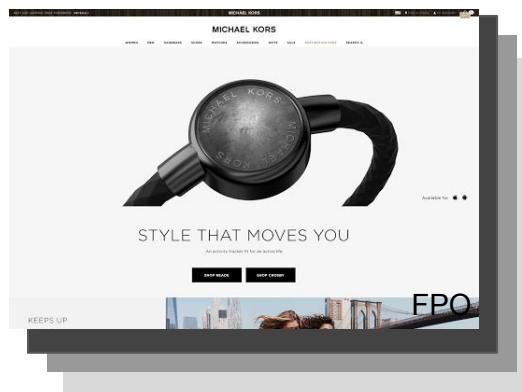
## Landing Page



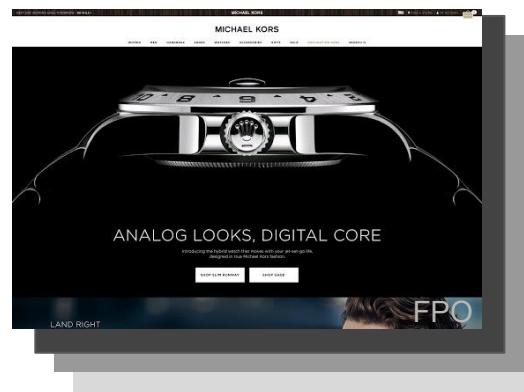
Smartwatch



Tracker



Hybrid



## PROMISES

### **Fashion & Tech forward**

Cutting-edge technology yet uniquely Michael Kors.

### **Educational**

Succinct and direct while maintaining a Michael Kors-style playfulness.

### **Connected**

Cohesive use of assets and style across all platforms, from print to digital and video.

# LANDING PAGE

## MICHAEL KORS

[WOMEN](#) [MEN](#) [HANDBAGS](#) [SHOES](#) [WATCHES](#) [ACCESSORIES](#) [GIFTS](#) [SALE](#) [DESTINATION KORS](#) [SEARCH !\[\]\(e10773081adcaeab632f9dd4c8931cd5\_img.jpg\)](#)Available for  

## MICHAEL KORS ACCESS

An entirely new category of smartwatches and accessories  
in true Michael Kors fashion.

[SHOP ALL](#)[SMARTWATCH](#)[ACTIVITY TRACKER](#)[HYBRID SMARTWATCH](#)



MICHAEL KORS ACCESS

SMARTWATCH

ACTIVITY TRACKER

HYBRID SMARTWATCH

SHOP ALL

SMARTWATCH

## CONNECTED STYLE

Meet the timepiece that's fashion's last word in wearable tech. Personalize the touchscreen to match your mood, receive updates from your social circle, track your fitness goals and more.

[LEARN MORE](#)

Custom Watch Faces

Interchangeable Straps

Activity Tracking

Smartphone Notifications

## CUSTOMIZATION

With countless options, your watch face and strap adapt to you and all



MICHAEL KORS ACCESS

SMARTWATCH ACTIVITY TRACKER HYBRID SMARTWATCH

SHOP ALL

## CUSTOMIZATION

With countless options, your watch face and strap adapt to any and all occasions on your calendar.

[LEARN MORE](#)

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ACTIVITY TRACKER

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## CONNECTIVITY

App notifications you want,  
right when you want them.

[LEARN MORE](#)

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SMARTWATCH

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## ACTIVITY TRACKER

TRACK YOUR  
STEPS, SLEEP  
AND GOALS

The bracelet that will help you keep your life on track and look great doing it.

[LEARN MORE](#) Activity Tracking Goal Tracking No Charging Necessary Link Activation Sleep Tracking

FPO

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SMARTWATCH

ACTIVITY TRACKER

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FPO

- Auto Update Time & Date
- Filtered Notifications
- No Charging Necessary
- Link Activation



HYBRID SMARTWATCH

## IN SYNC FOR THE GLOBAL TRAVELER

An analog essential with a tech twist. Keep track of dual time zones and receive notifications from a person or an app you care about.

[LEARN MORE](#)

“

NOW THERE'S NO NEED TO SACRIFICE

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SMARTWATCH

ACTIVITY TRACKER

HYBRID SMARTWATCH

SHOP ALL

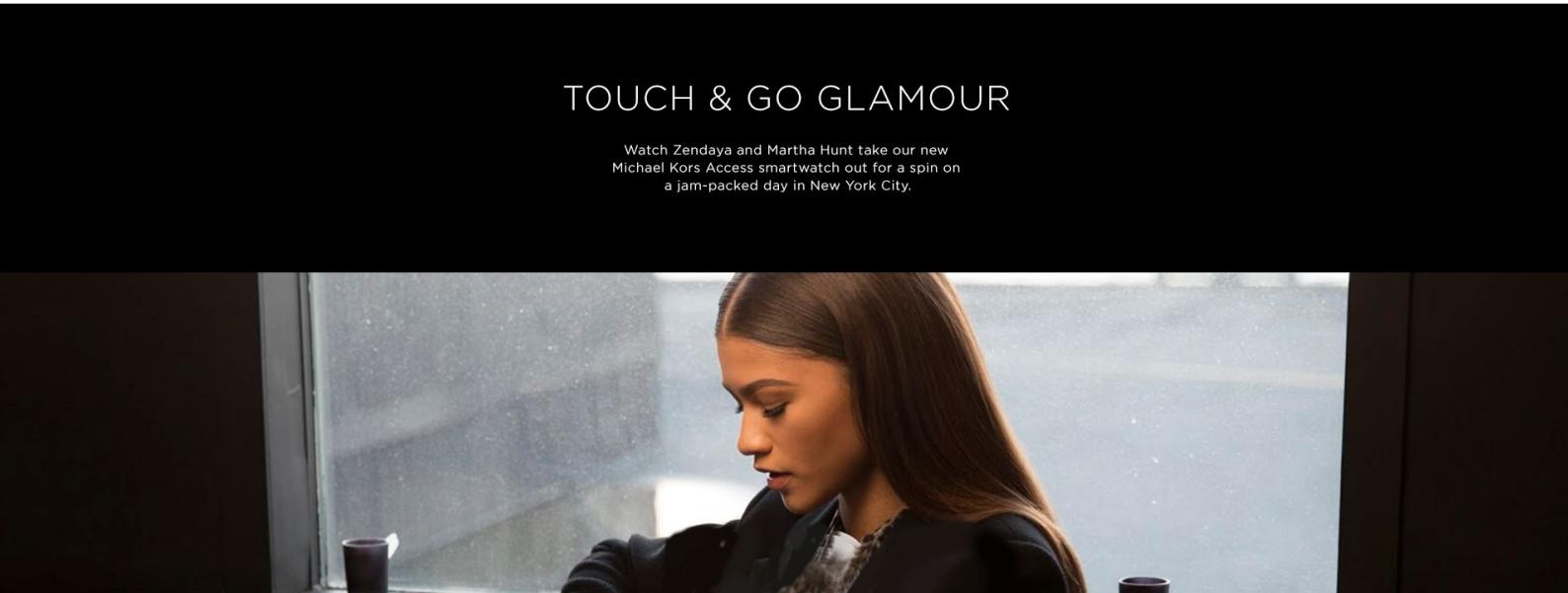
“

NOW THERE'S NO NEED TO SACRIFICE  
STYLE FOR TECHNOLOGY.

MICHAEL KORS

## TOUCH & GO GLAMOUR

Watch Zendaya and Martha Hunt take our new Michael Kors Access smartwatch out for a spin on a jam-packed day in New York City.





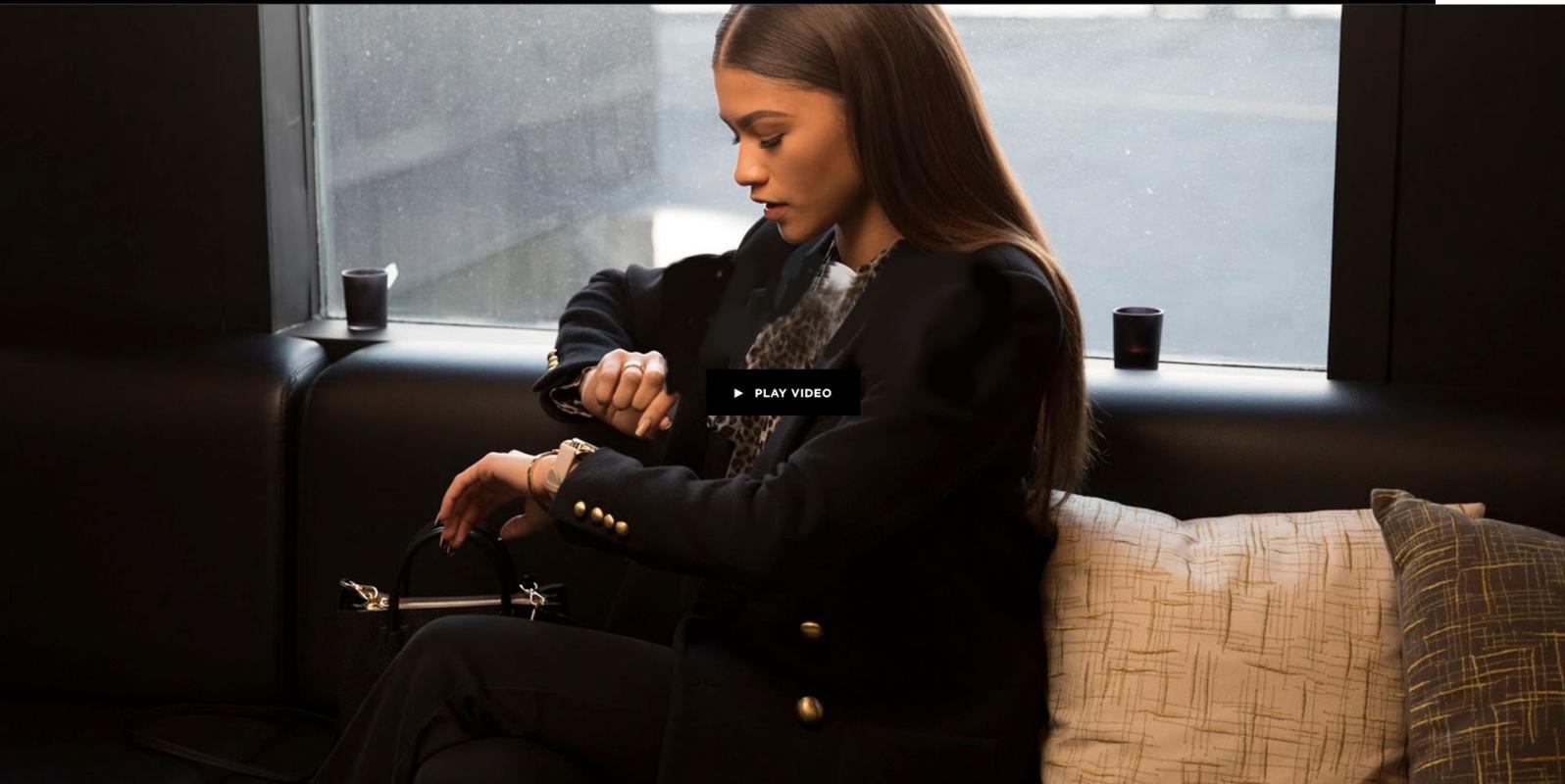
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SMARTWATCH

ACTIVITY TRACKER

HYBRID SMARTWATCH

SHOP ALL

**SMARTWATCH**

Custom Watch Faces  
Interchangeable Straps  
Activity Tracking  
Smartphone Notifications

**ACTIVITY TRACKER**

Activity Tracking  
Goal Tracking  
No Charging Necessary  
Link Activation  
Sleep Tracking

**HYBRID SMARTWATCH**

Auto Update Time & Date  
Filtered Notifications  
No Charging Necessary  
Link Activation

## MICHAEL KORS ACCESS

## SMARTWATCH

## ACTIVITY TRACKER

## HYBRID SMARTWATCH

## SHOP ALL

## SMARTWATCH

Custom Watch Faces  
Interchangeable Straps  
Activity Tracking  
Smartphone Notifications

[FIND STORE](#)

## ACTIVITY TRACKER

Activity Tracking  
Goal Tracking  
No Charging Necessary  
Link Activation  
Sleep Tracking

[FIND STORE](#)

## HYBRID SMARTWATCH

Auto Update Time & Date  
Filtered Notifications  
No Charging Necessary  
Link Activation

[FIND STORE](#)

FPO

SHOW US HOW YOU  
#ACCESSITALL

For a chance to be featured on this page, post on Instagram or Twitter  
with #AccessItAll and watch for a comment from @michaelkors.

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SMARTWATCH

ACTIVITY TRACKER

HYBRID SMARTWATCH

SHOP ALL

## SHOW US HOW YOU #ACCESSITALL

For a chance to be featured on this page, post on Instagram or Twitter with #AccessItAll and watch for a comment from @michaelkors.



JTURNER

1 hour ago

SASMITH

1 hour ago

LALDRIGE

1 hour ago



EPENNY

1 hour ago

AAMBROSSIO

1 hour ago

PHONEY

1 hour ago



MICHAEL KORS ACCESS

SMARTWATCH

ACTIVITY TRACKER

HYBRID SMARTWATCH

SHOP ALL



EPENNY

1 hour ago

AAMBROSSIO

1 hour ago

PHONEY

1 hour ago

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## COMPANY

- [ABOUT US](#)
- [STORE LOCATOR](#)
- [KORS CARES](#)
- [CAREERS](#)
- [INVESTOR RELATIONS](#)
- [SUPPLY CHAIN DISCLOSURE](#)

## CUSTOMER SERVICE

- [FAQ](#)
- [TRACK MY ORDER](#)
- [RETURNS & EXCHANGES](#)
- [SHIPPING TERMS](#)
- [PAYMENT INFORMATION](#)
- [GIFT CARDS](#)
- [CONTACT US](#)
- [WARRANTY & REPAIR](#)

## MY ACCOUNT

- [REGISTER](#)
- [ACCOUNTS](#)
- [PRIVACY POLICY](#)
- [TERMS & CONDITIONS](#)
- [COOKIES/AD CHOICES](#)

## FOLLOW US

- [FACEBOOK](#)
- [TWITTER](#)
- [INSTAGRAM](#)
- [YOUTUBE](#)
- [PINTEREST](#)

# **SMARTWATCH**

# MICHAEL KORS

[WOMEN](#) [MEN](#) [HANDBAGS](#) [SHOES](#) [WATCHES](#) [ACCESSORIES](#) [GIFTS](#) [SALE](#) [DESTINATION KORS](#) [SEARCH](#)



Available for

## STYLE THAT'S CONNECTED

Designed by Michael Kors. Powered by Android Wear™.  
The timepiece you need for the lifestyle you want.

[SHOP BRADSHAW](#)

[SHOP DYLAN](#)

STYLE HAS  
MANY FACES

With countless ways to customize your  
timepiece, there's something for everyone.

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SMARTWATCH

ACTIVITY TRACKER

HYBRID SMARTWATCH

SHOP ALL

## STYLE HAS MANY FACES

With countless ways to customize your watch face, you can change your dial as often as you change your mood.

FPO

SUIT  
YOURSELF

There's a face for every look.  
Personalize your dial down to

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SMARTWATCH

ACTIVITY TRACKER

HYBRID SMARTWATCH

SHOP ALL



## SUIT YOURSELF

There's a face for every look.  
Personalize your dial down to  
the last detail and save your  
favorites to wear at any instant.



FPO

MIX, MATCH, GO

Interchangeable bands mean more ways  
to make it yours.

[SHOP BRADSHAW BANDS](#)

[SHOP DYLAN BANDS](#)

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ACTIVITY TRACKER

HYBRID SMARTWATCH

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SHOP BRADSHAW BANDS

SHOP DYLAN BANDS

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[SMARTWATCH](#)

[ACTIVITY TRACKER](#)

[HYBRID SMARTWATCH](#)

[SHOP ALL](#)



FPO

MIX, MATCH, GO

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[SHOP BRADSHAW BANDS](#)

[SHOP DYLAN BANDS](#)

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ACTIVITY TRACKER

HYBRID SMARTWATCH

SHOP ALL

## MIX, MATCH, GO

Interchangeable bands mean more ways  
to make it yours.

[SHOP BRADSHAW BANDS](#)[SHOP DYLAN BANDS](#)[BRADSHAW](#)[DYLAN](#)

Option 1

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[SMARTWATCH](#)[ACTIVITY TRACKER](#)[HYBRID SMARTWATCH](#)[SHOP ALL](#)

## MIX, MATCH, GO

[SHOP BANDS](#)

Interchangeable bands mean you can top off your look, no matter what your whim.

[BRADSHAW](#) [DYLAN](#)

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SMArtwatch

ACTIVITY TRACKER

HYBRID SMArtWATCH

SHOP ALL



## FROM DAY TO PLAY

Set your go-to modes for day and night so you automatically have just the right access 24/7.

FPO



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SMARTWATCH

ACTIVITY TRACKER

HYBRID SMARTWATCH

SHOP ALL



## FROM DAY TO PLAY

Set your go-to modes for day and night so you automatically have just the right access 24/7.



FPO



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ACTIVITY TRACKER

HYBRID SMARTWATCH

SHOP ALL



## FROM DAY TO PLAY

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SMARTWATCH

ACTIVITY TRACKER

HYBRID SMARTWATCH

SHOP ALL



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SMARTWATCH

ACTIVITY TRACKER

HYBRID SMARTWATCH

SHOP ALL



## FROM DAY TO PLAY

Set your go-to modes for day and night so you automatically have just the right access 24/7.



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## TAP INTO YOUR WORLD

App notifications you want, right when you want them. Set up notifications so you can tune in (or out) of all the latest happenings.

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YOUR GOALS,  
TRACKED

Built with the highest standard  
of fitness and activity tracking.

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ACTIVITY TRACKER

HYBRID SMARTWATCH

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## YOUR VOICE, HEARD

With voice commands, search the web or set the alerts you want, when you want them:



## YOUR GOALS, TRACKED

Get the most out of your workout with built-in fitness and activity tracking right on your watch.



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SMARTWATCH

ACTIVITY TRACKER

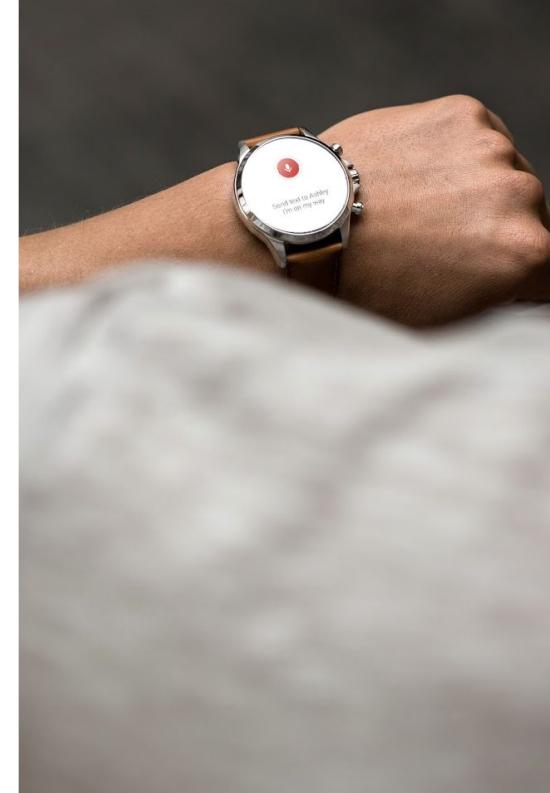
HYBRID SMARTWATCH

SHOP ALL

YOUR VOICE,  
HEARD

With voice commands, search the web or set the alerts you want, when you want them: calendar notifications, emails and so much more.

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RUNWAY TO  
WRIST, CHECK

Our latest-released looks are exclusively yours when you connect

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SMARTWATCH

ACTIVITY TRACKER

HYBRID SMARTWATCH

SHOP ALL



## RUNWAY TO WRIST, CHECK

Our latest-released looks are exclusively yours when you connect to the Michael Kors Access Android Wear™ app. We're always designing new watch faces to reflect the latest fashions. Tap into the trend.



androidwear

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SMARTWATCH

ACTIVITY TRACKER

HYBRID SMARTWATCH

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## PRODUCT SPECIFICATIONS

## DISPLAY

Touch Screen  
1.4" Display  
320 x 290 Resolution

## BATTERY\*

300 mAh; Up to 2 days

## CHIPSET

MSM8x26

## CASE

SIZE  
44.5mm (Women)  
46mm (Men)

MATERIAL  
Stainless Steel

CRYSTAL  
Touches of Glitz & Acetate

## WEIGHT

51g

## CASE

MATERIAL  
Leather of Silicone

## OPERATING SYSTEM

Android Wear  
iOS 8.2+

## COMPATABILITY\*\*

Android 4.3+  
iOS 8.2+

## PROCESSOR

1.2 GHz Qualcomm  
Snapdragon 400

## MEMORY

4GB ROM  
512MB RAM

## SENSORS

Accelerometer  
Ambient light sensor  
Gyroscope  
Vibration/haptics engine

## AUDIO

CODEC  
MP3, AAC, AAC+, eAAC+  
FORMAT  
MP3, M4A, AAC, OGG

## MICROPHONE

Dual digital mics

## INCLUDED IN BOX

FPO

## MICHAEL KORS ACCESS

## SMARTWATCH

## ACTIVITY TRACKER

## HYBRID SMARTWATCH

## SHOP ALL

## WEIGHT

51g

## CASE

MATERIAL  
Leather or Silicone

## LENGTH

Large: 130mm x 70mm  
Small: 105mm x 65mm

## WIDTH

20mm

## WATER RESISTANT

IP68 Certified Dust and  
Water Resistant

## SMARTWATCH

## ACTIVITY TRACKER

## HYBRID SMARTWATCH

1.2 GHz Qualcomm  
Snapdragon 400

## MEMORY

4GB ROM  
512MB RAM

## CONNECTIVITY

1 x 3.5mm Mini-Jack 1x  
USB-C for charging (up to  
3A) and speaker phone

## BLUETOOTH

Bluetooth 4.2  
ADK 4.0FORMAT  
MP3, M4A, AAC, OGG

## MICROPHONE

Dual digital mics

## INCLUDED IN BOX

AW Watch  
AC adapter  
Wireless Charging Dock  
Quick Start Guide

## WARRANTY

1 Year Standard Parts and Labor

\*Power consumption depends on many factors, including operating temperature, features selected, vibration frequency, display brightness, and other applications usage patterns.

\*\*Requires a phone running Android 4.3+ or iOS 8.2+. Visit [g.co/WearCheck](http://g.co/WearCheck) on your phone to see if it's compatible. Supported features may vary between Android and iOS.

BRADSHAW



DYLAN



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SMARTWATCH

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BRADSHAW

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DYLAN

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 Enter your postal code... [FIND](#)

# TRACKER

## MICHAEL KORS

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## STYLE THAT MOVES YOU

An activity tracker fit for an active life.

[SHOP READÉ](#)[SHOP CROSBY](#)

MICHAEL KORS ACCESS

SMARTWATCH

ACTIVITY TRACKER

HYBRID SMARTWATCH

SHOP ALL

## KEEPS UP

No matter if you walk or run to get there, your tracker will total your steps, calories, and distance traveled, with LED notifications that let you know you're on track.

FPO

COUNTS  
ZZZS

Take inventory of your beauty sleep with a built-in monitor that lets you record your



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SMARTWATCH

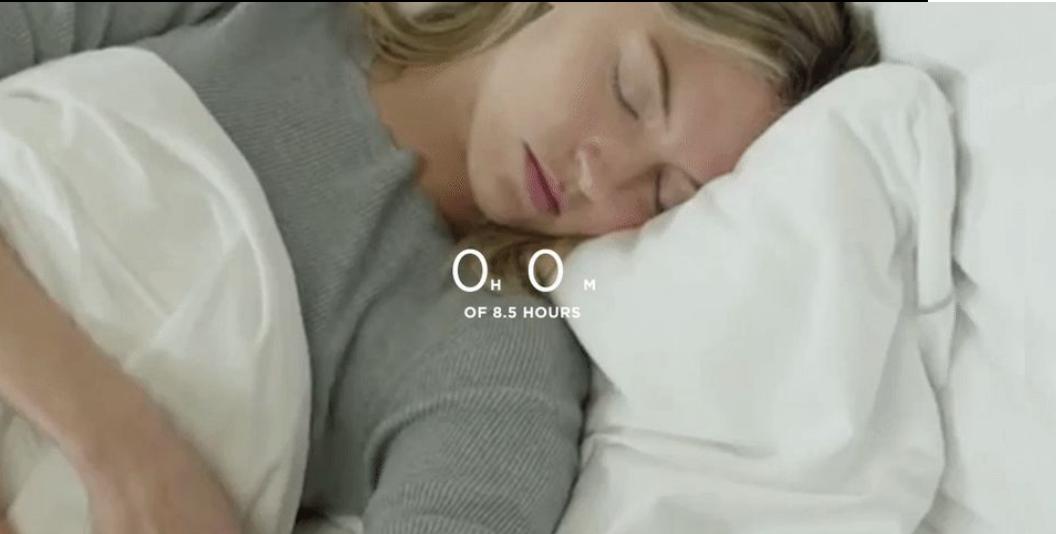
ACTIVITY TRACKER

HYBRID SMARTWATCH

SHOP ALL

COUNTS  
ZZZS

Take inventory of your beauty sleep with a built-in monitor that lets you record your progress over time. Good morning, gorgeous world.



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TRACKS  
#GOALS

Set intentions-of-the-moment or lofty goals and tap in when you make it there.



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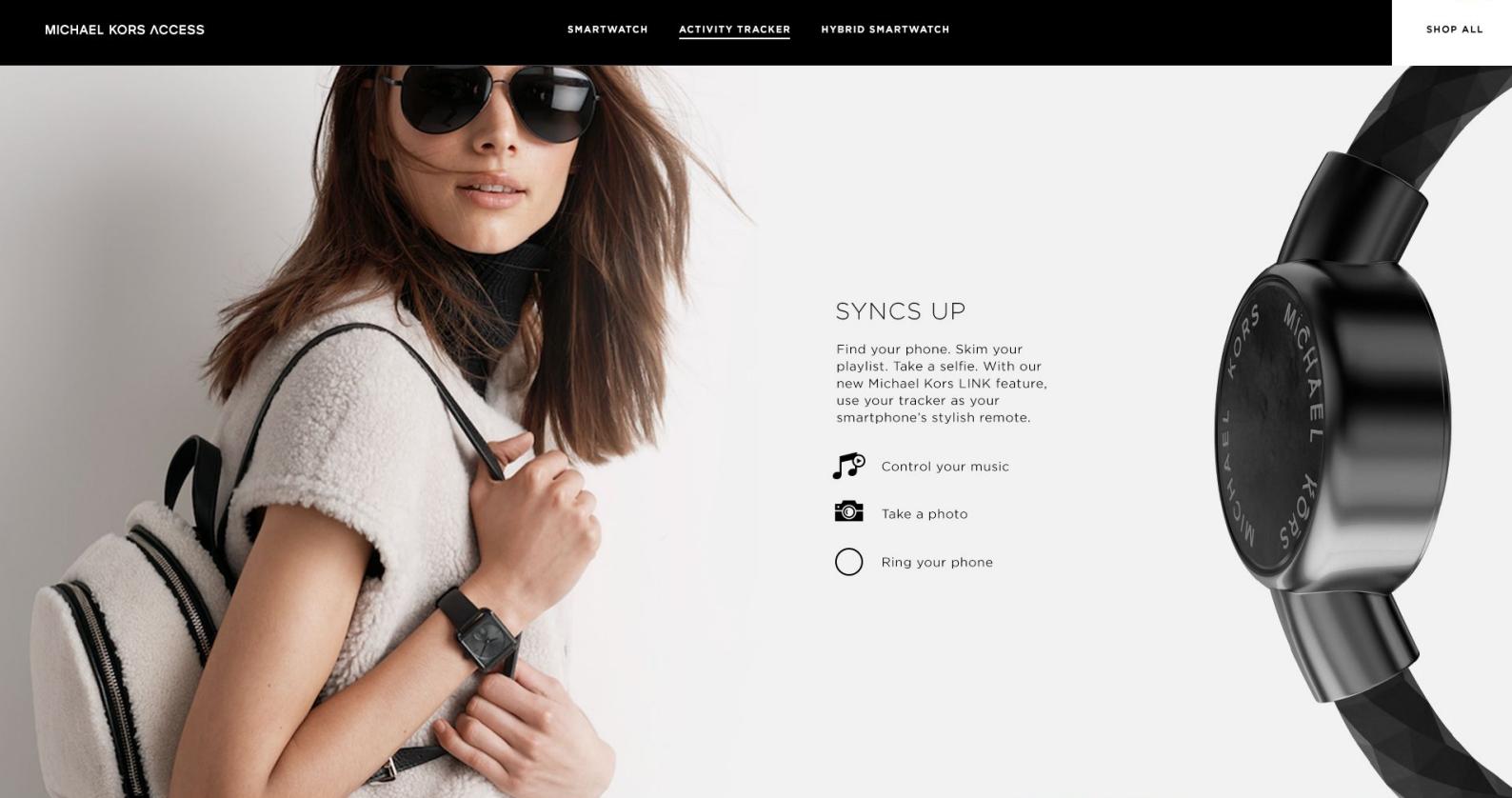
SMARTWATCH

ACTIVITY TRACKER

HYBRID SMARTWATCH

SHOP ALL

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## SYNCs UP

Find your phone. Skim your playlist. Take a selfie. With our new Michael Kors LINK feature, use your tracker as your smartphone's stylish remote.



Control your music



Take a photo



Ring your phone



## NO CHARGER, NO SETBACKS

Just wear and walk. The coin cell battery in your chargeless tracker lasts up to four months, and replacing it is effortless.

MICHAEL KORS ACCESS

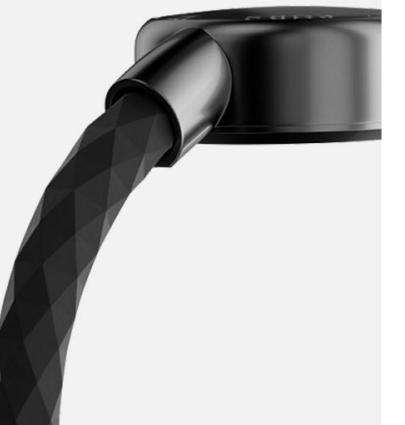
SMARTWATCH

ACTIVITY TRACKER

HYBRID SMARTWATCH

SHOP ALL

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## NO CHARGER, NO SETBACKS

Just wear and walk. The coin cell battery in your chargeless tracker lasts up to four months, and replacing it is effortless.



MICHAEL KORS  
ACCESS

## MAKE CONNECTIONS

Shiny, new tracker? Download the Michael Kors Access app to start using all its features. Let the fun begin.



MICHAEL KORS ACCESS

SMARTWATCH

ACTIVITY TRACKER

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SHOP ALL

## WATCH HUNGER STOP

Join us in the fight against hunger.  
For every special-edition Activity  
Tracker sold, we'll donate 100 meals  
to children in hunger-stricken areas.\*

[LEARN MORE](#)

\*For each WATCH HUNGER STOP Activity Tracker sold, Michael Kors will  
donate US \$25 to the United Nations World Food Programme (WFP).  
Please note that WFP does not endorse any product or service.



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SMARTWATCH

ACTIVITY TRACKER

HYBRID SMARTWATCH

SHOP ALL



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## PRODUCT SPECIFICATIONS

## BATTERY

Up to 4 months

## SENSORS

Accelerometer

## MEMORY

Stores up to 2 weeks  
of data between syncing

## COMPATABILITY\*\*

Android™ OS 4.4+ or  
iPhone 5/iOS 8.2+

## WATER RESISTANT

3 ATM

## CONNECTIVITY

Bluetooth Smart Enabled /  
4.1 Low EnergyPARTNER ACTIVITY  
INTEGRATIONUA Record, Jawbone UP,  
Apple HealthKit, Google FitACTIVITY PROGRESS  
INDICATOR

1 White LED light

## WARRANTY

2-Year Warranty (new)  
6-Month (refurbished)

\*\*Requires a phone running Android™ OS 4.4+ or iPhone 5/iOS 8.2+. Visit [g.co/WearCheck](http://g.co/WearCheck) on your phone to see if your device is compatible. Supported features may vary between Android and iOS.

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# HYBRID

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FPO



## ANALOG LOOKS, DIGITAL CORE

Introducing the hybrid watch that moves with your jet-set-go life,  
designed in true Michael Kors fashion.

[SHOP SLIM RUNWAY](#)[SHOP GAGE](#)

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SMARTWATCH

ACTIVITY TRACKER

HYBRID SMARTWATCH

SHOP ALL

## LAND RIGHT ON TIME

Your smartwatch dials automatically  
revolve into your current timezone.  
so you can be there, now.

PARIS

09:00

AM



FPO

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SMARTWATCH

ACTIVITY TRACKER

HYBRID SMARTWATCH

SHOP ALL



## FOLLOWS YOUR LEAD

A built-in activity tracker lets you log daily moves and social outings, with all the beauty of analog.



## MULTITASK TIMEZONES

NYC habitat and business as usual in Bangkok? Choose your two most-frequented timezones to access at any moment.

NEW YORK



10:00AM

## WALK WITH ENERGY

The luxury of being untethered, yours to take. There's no charger required and no looking back.

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SMARTWATCH

ACTIVITY TRACKER

HYBRID SMARTWATCH

SHOP ALL

## FOLLOWS YOUR LEAD

A built-in activity tracker lets you log daily moves and social outings, with all the beauty of analog.



## WALK WITH ENERGY

The luxury of being untethered, yours to take. There's no charger required and no looking back.

FPO



Activity Tracking



Sleep Tracking



Filtered Notifications



Link Activation



Goal Tracking

## LIVE ON THE FLY

At the push of a button, switch dates or tap in when you meet activity goals.

MICHAEL KORS ACCESS

SMARTWATCH

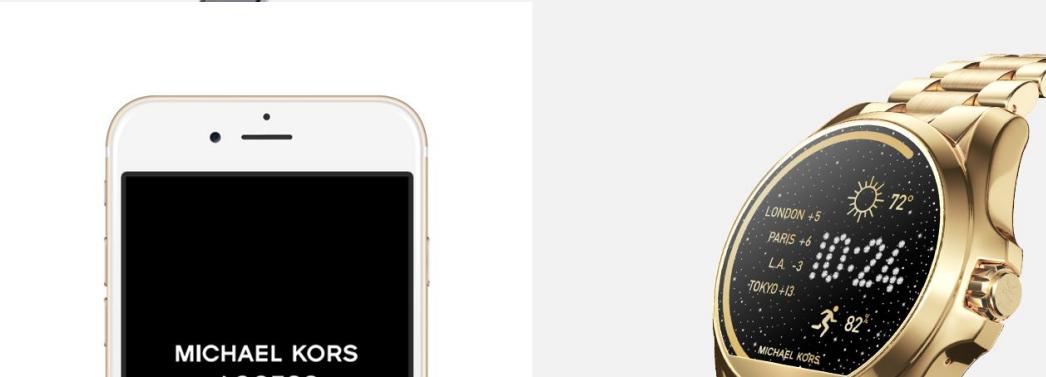
ACTIVITY TRACKER

HYBRID SMARTWATCH

SHOP ALL

## LIVE ON THE FLY

At the push of a button, switch dates or tap in  
when you meet activity goals.

CONNECT  
AND GO

Hybrid in hand? Download the Michael Kors Access app to start using all its features. Let the fun begin.



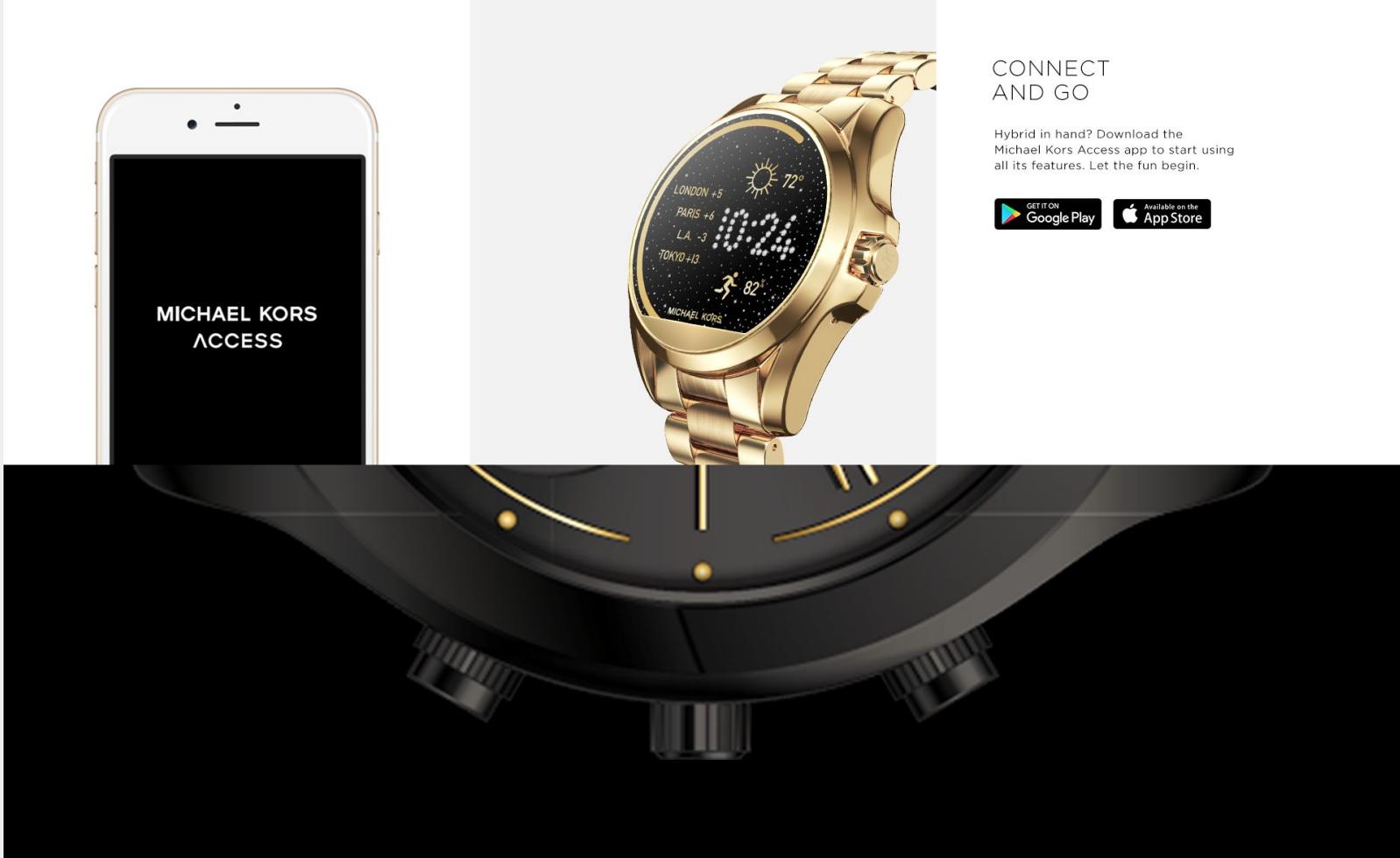
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SMARTWATCH

ACTIVITY TRACKER

HYBRID SMARTWATCH

SHOP ALL



## CONNECT AND GO

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SMARTWATCH

ACTIVITY TRACKER

HYBRID SMARTWATCH

SHOP ALL



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## PRODUCT SPECIFICATIONS

## BATTERY

Up to 6 months

## SENSORS

Accelerometer

## CONNECTIVITY

Bluetooth Smart Enabled /  
4.1 Low Energy

## COMPATABILITY\*\*

Android™ OS 4.4+ or  
iPhone 5/iOS 8.2+

## WATER RESISTANT

3 ATM

## WARRANTY

2-Year Warranty (new)  
6-Month (refurbished)PARTNER ACTIVITY  
INTEGRATIONUA Record, Jawbone UP,  
Apple HealthKit, Google Fit

## MEMORY

Stores up to 2 weeks  
of data between syncs

\*\*Requires a phone running Android 4.3+ or iOS 8.2+. Visit [g.co/WearCheck](http://g.co/WearCheck) on your phone to see if it's compatible. Supported features may vary between Android and iOS.

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