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American Entrepreneur Research

**Micheal Kors- Fashion Designer**

Micheal Kors, one of the remaining American fashion designers who does not look for inspiration in others’ works, was born on August 9, 1959, in Long Island, New York. His birth name was Karl Anderson Junior but when his mother, a former model, remarried, she offered him to choose a new forename as well. In the wake of World War II, America had endless opportunities for its citizens and new arenas were being explored in the retail and fashion industry. Kors started early in the world of fashion and TV. He appeared in toilet paper and cereal ads as a toddler. As an adolescent, he had a deep love for the latest fashion trends and used to collect all the issues of Vogue magazine.

Having a suburban home in New York, Micheal Kors’ social, cultural and ethnic background helped to instill all the bits of fashion intelligence in him (Lafaille). His mother was a strong influence in his life choices and gave him abundant exposure to the fashion world. In the 1970s, he moved to the city and got enrolled in the Fashion Institute of Technology but shortly dropped out of it being gifted an opportunity to exhibit and sell his fashion designs at the store where he temporarily worked. As a teenager, he started designing for small boutiques in Manhattan which filled the lack of his formal college education and added to his experience.

The best-known achievement of Micheal Kors is serving in the capacity of a judge on the widely acclaimed, popular TV show, ‘Project Runway'. Besides this, he is also known for designing the dress of Michelle Obama for her first official portrait (Li).

In re-shaping the concept of self-expression and a distinctive individual style, Micheal Kors has transformed many American lives and won millions of hearts. The designs of the brand are an epitome of elegance, luxury, and affordability. A large portion of his profits goes to help needy children and to charity. Michael never had to change his ambitions, instead, his surroundings fortified his passion for fashion designing.

Learning about this person has made me more driven about my aims in life and empathy for the unfortunate.

Micheal Kors followed HUNT as follows:

H: Dropping out of the college and starting his designing and sales, helped him harness his vision

U: Kors showcased his work throughout New York in small boutiques and also worked for long hours, learning and re-imagining American style.

N: Providing his services as a judge on the popular TV show ‘Project Runaway' secured Kors' network (Emmanuele)

T: Launching his first clothing line and keeping all the clothes underpriced was his first step towards a globally recognized brand with more than 550 stores in various countries.

# **Works Cited**

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