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KATE SPADE NEW YORK LAUNCHES THE “SAM” STARTER SET FOR 25th ANNIVERSARY

Mix-and-match an original “Sam” bag, accent purse, and key chain— offered in 10 new, exclusively designed prints—for just \$250.

NEW YORK— Today, [kate spade new york's](#) founders Kate and Andy Spade announced the launch of the brand's new \$250 three-piece “Sam” Starter Set—a \$400 value—in honor of the company's 25th anniversary.

The “Sam” Starter Set includes your choice of an [original “Sam” bag](#)—the first silhouette introduced by the company back in 1993; an accent wallet; and a key chain. Each of these items feature a selection of 10 new prints and charms to mix-and-match, exclusively designed for the 25th anniversary collection.

“We wanted to return to the brand's roots for our 25th anniversary, and what better way to do so than to reboot the Sam bag?” said Kate Spade. “And for those who have been with us since the beginning—who may have started off with this silhouette as their first purse—this starter set is the perfect way to introduce our brand to your daughter, niece, sister, etc. and provide them with everything they'll need to get going.”

kate spade new york has collaborated with artist Madison van Rijn of the brand's recent [#bloombloom campaign](#) to create custom, hand-painted gift boxes for the Starter Set's first 500 purchasers. Every purchase thereafter will be delivered in a gift box screen-printed with designs by van Rijn.

The “Sam” Starter Sets are available for purchase online starting May 8, 2018. Additionally, 25 stores across the United States will host in-store gift-boxing events throughout the month of May. Those interested in attending the in-store events are required to go to the *kate spade new york* website and RSVP.

About Kate Spade & Company

Kate Spade & Company operates principally under two global, multichannel lifestyle brands: *kate spade new york* and Jack Spade New York™. The four category pillars – women's, men's, children's and home – span demographics, genders and geographies. Known for crisp color, graphic prints and playful sophistication, *kate spade new york* aims to inspire a more interesting life. The *kate spade new york* collection includes the Madison Avenue, Broome Street and on purpose labels. Jack Spade New York offers a timeless and versatile assortment of bags, sportswear and tailored clothing founded on the aesthetic of simple, purposeful design. Adelington Design Group, a private brand jewelry design and development group, is also under ownership. Visit www.katespadeandcompany.com for more information.

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