



NEW YORK

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CONTACT: Sara Silberman
123.456.7890
ssilberm@katespade.com

KATE SPADE NEW YORK TO LAUNCH 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— [kate spade new york’s](#) founders Kate and Andy Spade will announce the launch of the brand’s new \$250 three-piece “Sam” Starter Set—a \$400 value—in honor of the company’s 25th anniversary on Monday, May 7, 2018 at 6 p.m. at the Kate Spade Office (2 Park Ave, New York, NY 10016).

The “Sam” Starter Set will include 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 will feature a selection of 10 new prints and charms to mix-and-match, exclusively designed for the 25th anniversary collection.

Who:

Kate Spade, co-founder of *kate spade new york*
Andy Spade, co-founder of *kate spade new york*

What:

Kate and Andy Spade will announce the launch of the “Sam” Starter Set in honor of *kate spade new york’s* 25th anniversary.

When:

Monday, May 7, 2018 at 6 p.m.

Where:

The Kate Spade Office
2 Park Ave.
New York, NY 10016

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