



May 1, 2018

Phillip Picardi
Editor
Teen Vogue
1 World Trade Center
New York, NY 10007

Dear Phillip:

Purchasing your first designer purse is a rite of passage, up there with your first pair of heels and first phone—and it can be an expensive one at that. Add in a matching wallet (necessary for any emerging fashionista), among other accessories, and you could easily be looking at a \$1,000 tab.

Luckily, *kate spade new york* is set to launch their affordable “Sam” Bag Starter Set in honor of the brand’s 25th anniversary. With this gift box, jet-setting teens can take home their choice of an original “Sam” bag—the silhouette that launched *kate spade new york* back in ’93; an accent wallet; and a key chain for just \$250. With the “Sam” Starter Set, girls can pick up everything they need to get them going in the world of designer fashion at an incredibly reasonable price; this set would normally be valued at \$400!

The “Sam” Starter Set’s purses, wallets, and key chains can be mixed-and-matched from a range of 10 newly designed prints, exclusive to the 25th anniversary collection—hello, did someone say coolest girl in school? The key chains, specifically, will also feature 10 brand new charms to select from, making this typically overlooked piece into a fun, custom creation that will totally complete any look.

kate spade new york has also taken the extra steps to turn the “Sam” Starter Set’s packaging into a personalized experience. In collaboration with artist Madison van Rijn of the brand’s recent [#bloombloom campaign](#), the first 500 “Sam” Starter Sets sold will be delivered in custom hand-painted boxes by van Rijn. Each purchase thereafter will come in a gift box screen-printed with designs by van Rijn, commissioned specifically for the brand’s anniversary. Could there be a more perfect memento to go along with this crucially important purchase?

But *kate spade new york* didn’t stop there. While the “Sam” Starter Sets will be available online starting May 8, 2018, all throughout the month of May, 25 *kate spade new york* retailers will host in-store gift-boxing events where customers can come in to hand-select each of their three starter items with the help of the brand’s expert staff. Your first forays into the fashion world should be a special experience, and *kate spade new york* is here to ensure that young trend-setters will get nothing but the best.

We know *Teen Vogue* is the first place many teenage girls turn for fashion advice, and we believe our “Sam” Starter Set is the perfect solution to any “first purse” drama they could be going through. Therefore, we are offering *Teen Vogue* an exclusive interview with *kate spade new york* founders Kate and Andy Spade at the “Sam” Starter Set’s launch event on Monday, May 7, 2018 at 7:30 p.m. to discuss the ins-and-outs of the included products.

I’ll be in touch shortly to discuss the event details and possible interview, and to offer any assistance on a story. I so look forward to speaking with you.

Best,
Sara Silberman
VP Public Relations