

Our 25-Year History

Our story begins in 1993, when Kate Spade made it her mission to create the perfect handbag. Launching with six simple silhouettes, Spade's sleek shapes and vibrant use of color redefined how work could meet play in fashion. Thus, *kate spade new york* was born.

The brand's fresh take was an instant hit among women, and within the world of editorial fashion. To keep up with demand, we opened our first shop in New York City in 1996. The company grew swiftly, our bold whimsy making us an instantly recognizable brand worldwide.

Once we joined Kate Spade & Company in 2007, Deborah Lloyd took the lead as President and Chief Creative Officer. She aimed to broaden the brand, while staying true to our roots. Along with CEO Craig Leavitt, Lloyd swiftly introduced *kate spade new york* clothing, jewelry, shoes, stationery, eyewear, baby, fragrance, tabletop, bedding and gifts to the market.

Today *kate spade new york* is known as a global lifestyle brand, which aims to inspire colorful living through our products.

Over the past 25 years, we've taken pride in the fact we've never lost sight of who we are. Our spirited approach, commitment to curiosity, and passion for sharing our colorful world still defines the entirety of the *kate spade new york* brand.



The "Sam" Starter Set

Our best deal yet!

The "Sam" Starter Set is the perfect gift for a loved one, or even for yourself! Pick one "Sam" bag, accent wallet, and key chain, each in your selection of our 10 newly designed prints, specially commissioned for our 25th anniversary. The best part? It's all for only \$250!

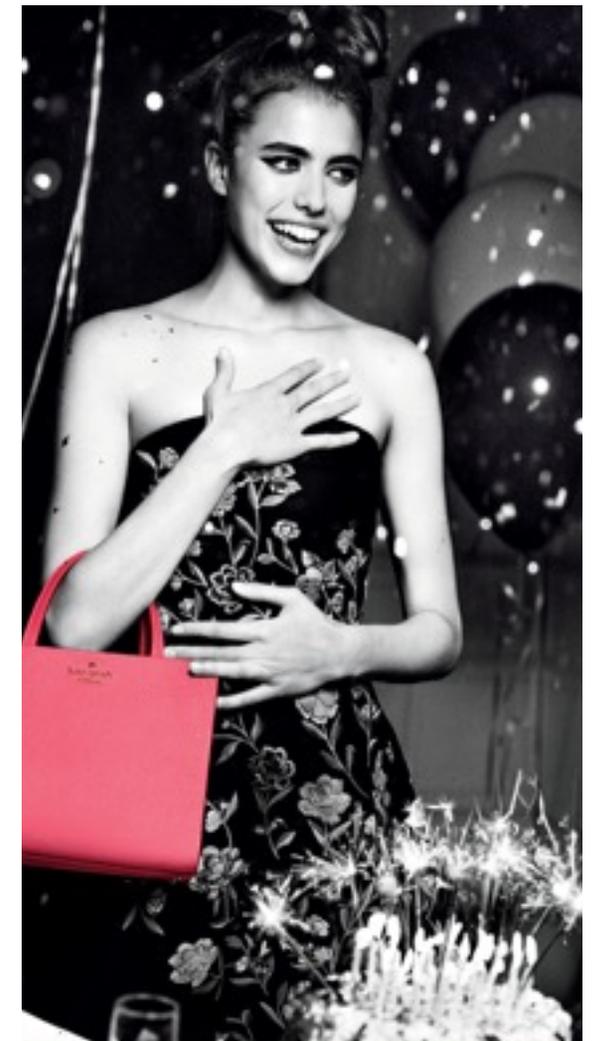
In collaboration with...

We are proud to announce our continued collaboration with artist Madison van Rijn of our #bloombloom campaign on this project. van Rijn has consulted on the product prints and is designing all packaging for the "Sam" Starter Sets. The first 500 online purchasers will receive their Set in one of her hand-painted boxes!



Introducing: The "Sam" Starter Set

Celebrate the 25th anniversary of *kate spade new york* with a 3 piece mix-and-match accessory set including an exclusively designed "Sam" bag, wallet, and key chain.



“Our exuberant approach to the everyday encourages personal style with a dash of incandescent charm. We call it living colorfully.” — Kate Spade & Company



The “Sam” Bag

Our first-ever silhouette, now offered in one of 10 exclusively-designed patterns, the “Sam” bag is the perfect mid-size purse to kick-off your career in fashion.

The Wallet

The Cameron Street Lacey wallet means business with its 12 card slots, 2 billfold compartments and one middle zip pocket.

The Key Chain

Select a band from one of our 10 new patterns, then attach your choice of an exclusive charm to complete the look! Your keys never looked so good.

The Box

Starter Sets are delivered in boxes featuring exclusive art by Madison van Rijn—hand-painted for the first 500 online customers!



Pick up a Set at one of our in-store events...

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.

Those interested in attending the in-store events are required to go to the www.katespadenewyork.com and RSVP.

Or online!

Beginning May 8th, the “Sam” Starter Set will be available in our online store. Digital renderings of each product in each print will allow you to test out every combination of purse, wallet, and keychain your heart desires. We want you to visualize your items as a coherent set that best fits your unique sense of style!

