



SUGGESTED TALKING POINTS

- Thank you being here today at the Kate Spade offices in the city that started it all for us: New York, New York.
- Today, we are not only celebrating the 25th anniversary of *kate spade new york*, but announcing the launch of the brand new “Sam” Starter Set, inspired by our original “Sam” handbag.
- For the past 25 years, our brand has aimed to encourage personal style with a dash of incandescent charm, through our own exuberant approach to the everyday.
- It has become increasingly difficult to spread this message, as the market is saturated with hundreds of fashion labels, thousands of silhouettes, and handbag prices ranging anywhere from \$40 to \$100,000 or more.
- I think we all can agree that deciding on the perfect designer bag purchase is no simple feat.
- In fact, 40% of women ages 18-34 start researching their next handbag purchase more than a month in advance.
- To help make your next buy a breeze, we have curated a mix-and-match collection of our brand’s most classic accessories, which we call the “Sam” Starter Set.
- This gift-set includes your choice of an original “Sam” handbag, wallet, and keychain, each offered in 10 brand new, exclusively designed prints commissioned specially for our silver anniversary. We are so excited to have collaborated with artist Madison van Rijn to streamline such a unique look for this line.
- With the “Sam,” not only can you custom-select three new pieces to create your own one-of-a kind collection, but this \$400 value is being offered at **just \$250** in honor of our 25th year.
- For this reason, I am very proud to launch the “Sam” Starter Set. **(pause)**
- With this, the original “Sam” silhouette-- which launched our company back in 1993— comes back better than ever. This midsize handbag is the perfect piece to transition from work to a night out. It’s sleek design shines even brighter in our 10 new prints.

- The Cameron Street Lacey wallet and custom keychain make the perfect companions to this purse, with their utilitarian, yet stylish charm.
- In selecting each of these pieces, you are ready to go and perfectly coordinated for any event.
- But the excitement doesn't stop there. Each "Sam" Starter Set will be delivered in an exclusive keepsake box uniquely designed by our collaborator, Madison van Rijn.
(pause) The first 500 customers will receive custom, hand-painted packaging, and each set thereafter will come in a box decorated with beautiful, original screen-printed work.
- To purchase these Starter Sets, visit our virtual "Sam" Starter Set shop on our website starting tomorrow, May 8...
- or sign up online to attend one of our 25 in-store gift-boxing events.
- With the "Sam" Starter Set, you don't have to sacrifice style for savings. Let the stress of your next purchase float away and celebrate with the "Sam!"