

event fact sheet

what: “sam” starter set launch event / 25th anniversary celebration

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

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

about: Join us as we launch our \$250 three-piece “Sam” Starter Set, in honor of *kate spade new york*’s 25th anniversary. Get a first look at the 10 exclusive prints and charms designed specifically for this collection and curate your very own set before they hit our online store. Artist and frequent brand collaborator Madison van Rijn will be on-site to hand-paint custom gift boxes for those in attendance.

who:

- Kate Spade, co-founder of *kate spade new york*
- Andy Spade, co-founder of *kate spade new york*
- Madison van Rijn, collaborator on the “Sam” Starter Set
- Deborah Lloyd, president and CCO of Kate Spade & Company

(Along with members of the media, fashion industry executives, buyers, and social influencers.)

schedule: 6 p.m. Cocktail hour
7 p.m. News Conference
7:30 p.m. Interviews
8:30 p.m. Shop the “Sam” Starter Set
9:30 p.m. Cake!

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