

kate spade

NEW YORK



media kit



who we are

kate broshahan spade, our creator, was frustrated that she couldn't find bags that expressed her fashionable style along with being utilitarian. she then set out to design the perfect bag for her, combining sleek shapes and colourful palettes in an unexpected and new way. fashion editors loved her samples and thus we were born.

since our launch in 1993 with only six bags, we've always stood up for optimistic femininity. today we're a global house filled with handbags, of course. also clothes, shoes, jewelry, home décor, tech accessories and so many things you use every day.

we value thoughtful details, the ease of being effortlessly stylish, chic, modern and making your statement. it's these founding principles that define our unique style, synonymous with joy.

nicola glass

originally a jewelry designer, nicola glass joined kate spade new york as creative director in january of 2018, leading all creative aspects of the brand, including women's accessory and ready-to-wear design, brand imagery and store environments.

her essence lies in the new twistlock and most of the hardware integrated in our accessories and garments.

with her debut collection in spring 2019, nicola shows a polished ease with a refined, eclectic approach to color that honors the brand's origins and evolves its house codes in conceptual, sophisticated new ways.

nicola is an 18-year veteran of the fashion and luxury industry in accessories design at michael kors and gucci. she holds a masters in fashion accessories from the royal college of art in london and a bachelor of arts in jewelry design from the edinburgh college of art.



**“What I do makes people happy.
It brings them joy.”**





stats & facts

crisp colour, graphic prints and playful sophistication are the hallmarks of kate spade new york. from handbags and clothing to jewelry, fashion accessories, fragrance, eyewear, shoes, swimwear, home decor, desk accessories, stationery, tabletop and gifts, our exuberant approach to the everyday encourages personal style with a dash of incandescent charm.

live colourfully

in the usa
140
retail shops
& outlet stores

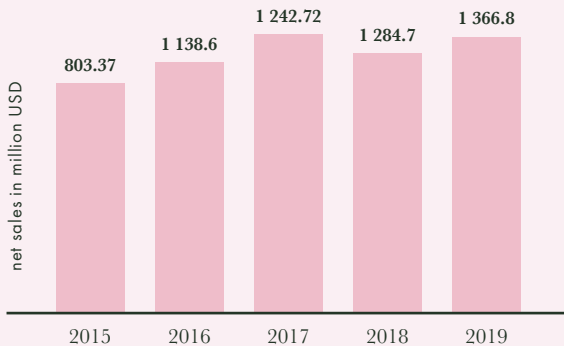
more than
175
retail shops
globally

our products
are sold in over

450
doors
worldwide

15
categories of
products

past revenue



spring-summer 2020 collection

in a collection inspired by the 1911 novel **the secret garden**, creative director nicola glass showcases kate spade's new SS20 collection, bringing a refreshing new aesthetic.

the SS20 collection which embraces the **urban safari** theme. nicola glass, originally a jewelry designer, has revamped the brand with joyful, colourful, and bold patterns that haven't been seen in the house's apparel and accessories for some time.





still in tune with the brand's playful yet elegant aesthetic, the bags deserve special attention. they feature the reinvented spade pattern in most of their garments and accessories. a crocheted version of the logo in a few garments is a lovely surprise, along with the the flowy dresses, flowery and leafy prints and light, loose trench coats for spring. the joyful colors and patterns are a refreshing sight and are sure to fill the warm part of the year with the stylish dresses and accessories.



holt renfrew



holt renfrew is canada's leading luxury retailer and offers products from the world's biggest fashion houses – holt renfrew serves an array of products including beauty, apparel, footwear, accessories and bags for both men and women. it has 1,900 employees and an estimated annual revenue of **\$254.3M, with annual sales per square foot exceeding \$1000.**

starting in quebec city in 1837 originally as a fur shop, holt renfrew has grown to be canada's biggest high-end department store. there are now eight holt renfrew stores open across the country:

downtown vancouver location



bloor street, toronto location



4 in toronto

2 in montreal

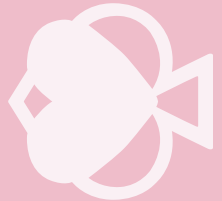
1 in calgary

1 in vancouver

holt renfrew also operates on-line through e-commerce on **www.holtrenfrew.com**, shipping anywhere in canada.

holt renfrew is part of the **selfridges group ltd.**, who also owns selfridges in the united kingdom, brown thomas in ireland, and de bijenkorf in the netherlands.

its main competitors in north america are the bay, nordstrom, neiman marcus and saks fifth avenue.



the media kit

inspired by kate's spade new signature twistlock, our media kit booklet has an embellished, acrylic twistlock replica on its hard cover. it comes in a transparent tracing paper with kate spade's logo on the same place as the booklet cover's logo. its whole design replicates kate spade's branding on the website, prints and even tags, using the fonts and branding rules from the brand manual. the booklet is a small coffee table souvenir for event attendees to have.

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