

sunstyler

edition 11

Hot
Right
Now

Kate
Spade
Product
Concepts

Designer:

kate spade

KNOW YOUR BRANDS

sunglassstyle



The Stats

Founded 1993

Founder *Kate Spade*

Country of Origin USA

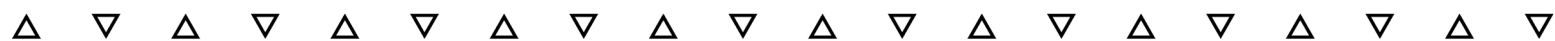
Social Media

www.facebook.com/katespadeny 2,492,778 followers

twitter.com/katespadeny 885k followers

[instagram.com/katespadeny/](https://www.instagram.com/katespadeny/) 1.4M followers

www.pinterest.com/katespadeny/ 288.1k followers



Who's wearing kate spade

NEW YORK

Pippa Middleton



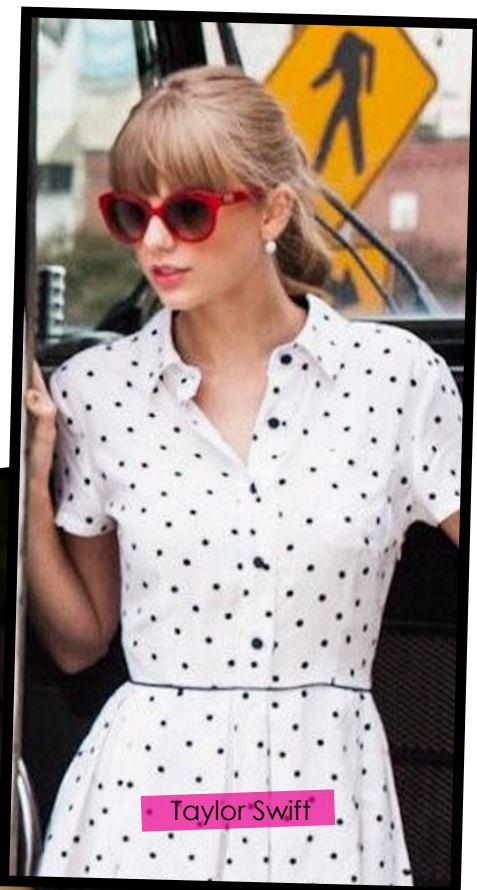
Jane Lynch



Hilary Duff



Taylor Swift



Rose Byrne



sunstyler



kate spade

NEW YORK

It all started back in 1993, when Kate Brosnahan Spade, a former accessories editor at mademoiselle, set out to design the perfect handbag. Debuting with just six silhouettes, she combined sleek, utilitarian shapes and colorful palettes in an entirely new way and so Kate Spade New York was born.

The company initially started out selling mainly handbags, but eventually extended to include stationery, personal organizers, address books, shoes, beauty products, perfume, raincoats, pajamas, and eyewear clothing. It now also has a full women's clothing line. In 2004, "kate spade at home" was launched as a home collection brand. It features bedding, bath items, china, and various items for the home and wallpaper.

Jack Spade, a fictional name, is the men's complement to the Kate Spade brand. Its founder and principal designer was Kate's husband, Andy Spade. In recent years, Kate Spade has been featuring designs and special editions by guest designers and is no longer the sole artistic vision of the husband and wife team.

In 1996, Spade's company opened its first shop in New York City's SoHo.



Hot
Right
Now



• KS ANGELIQUE/S FU8
\$249.90



• KS GAYLA/S ESP
\$249.90

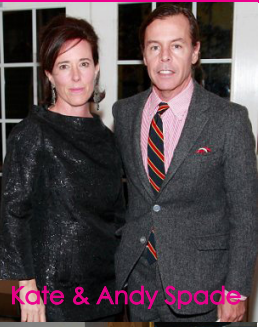


• KS ANNIKA/S BHP
\$249.90

sunstyler

Designer:

Kate Spade ♠



Kate & Andy Spade



David & Andy Spade

Spade was born as Katherine Noel Brosnahan in Kansas City, Missouri. She graduated from St. Teresa's Academy, an all-girl Catholic high school. She attended the University of Kansas and then transferred to and graduated from Arizona State University, joined Kappa Kappa Gamma and graduated with a degree in journalism.

In 1986, Spade worked in the accessories department of Mademoiselle in Manhattan, where she was credited in the magazine's masthead with her maiden name as Katy Brosnahan. While at Mademoiselle, she met and moved in with Andy Spade (brother of actor and comic David Spade), a native of Scottsdale, Arizona; the two were working side-by-side as salespersons in a men's clothing store, Carter's Men Shop in Phoenix, Arizona. Together, they were featured in the magazine as part of a photo story on couples in love.

She left Mademoiselle in 1991, with the title of senior fashion editor/head of accessories. While working for Mademoiselle she noticed that the market lacked stylish and sensible handbags, and decided to create her own.



Product Concepts



OUT ABOUT TOWN

interesting
optimistic
work to play
easy to wear



WILD THING

cateye
glitter
Crystal
Bold
Fashion
interesting



ON THE DOT

whimsical
unexpected
flirtatious



Kate Spade New York is a Safilo Brand and has been going crazy in Australia so we thought we'd try it here in a few stores which it went really well. Hence we have launched kate Spade in stores! They range from \$249.90 - \$319.90

All of Kate Spade's sunglasses are a smaller fit so are really good for petite faces who want a fashion forward look.



KS CARMEL/2 X16

Here is a very classic small square shape that everyone loves.

Cute subtle pop of colour keeps the style interesting and fun.



KS ANNIKA/S 86P



KS ANGELIQUE/S JUH



KS HILDE/P/S 72P



KS FRIDA/F/S TVD

This bright colour is sure to stand out. A fun quirky summer steal.

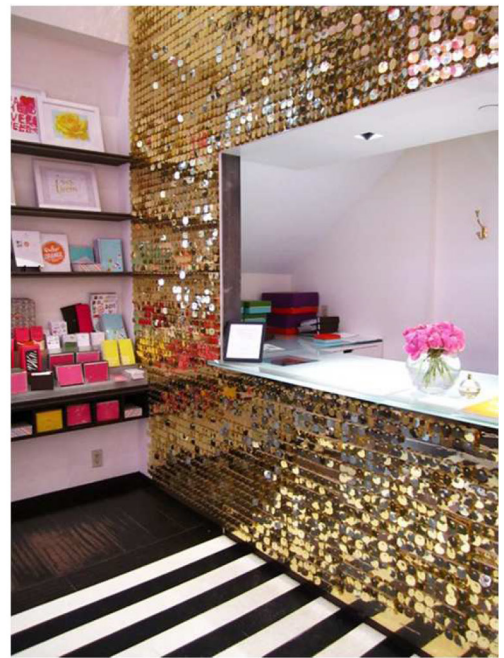
A great oversized look that fits a petite face, yet simple enough to work with any outfit.

sunstyler

Trend Setter

The Kate Spade girl leads an interesting life, she lives colorfully. She's charmingly irreverent – an uptown girl with a downtown twist. This year, she plans to rent a tandem, conquer the soufflé' and learn to cha cha. Each month brings something new as she lives colorfully, encountering spirited surprises and delights at every turn.

Kate Spade New York has over 140 retail shops and outlet stores across the united states, and more than 175 shops internationally. Their colorful products are sold in more than 450 doors worldwide, in every time zone and on every continent. whether in San Francisco, Sao Paulo or Shanghai, the Kate Spade shops are always warm and inviting.



KATE SPADE
NEW YORK IS
AN ATTITUDE
NOT A
DEMOGRAPHIC


kate spade
NEW YORK