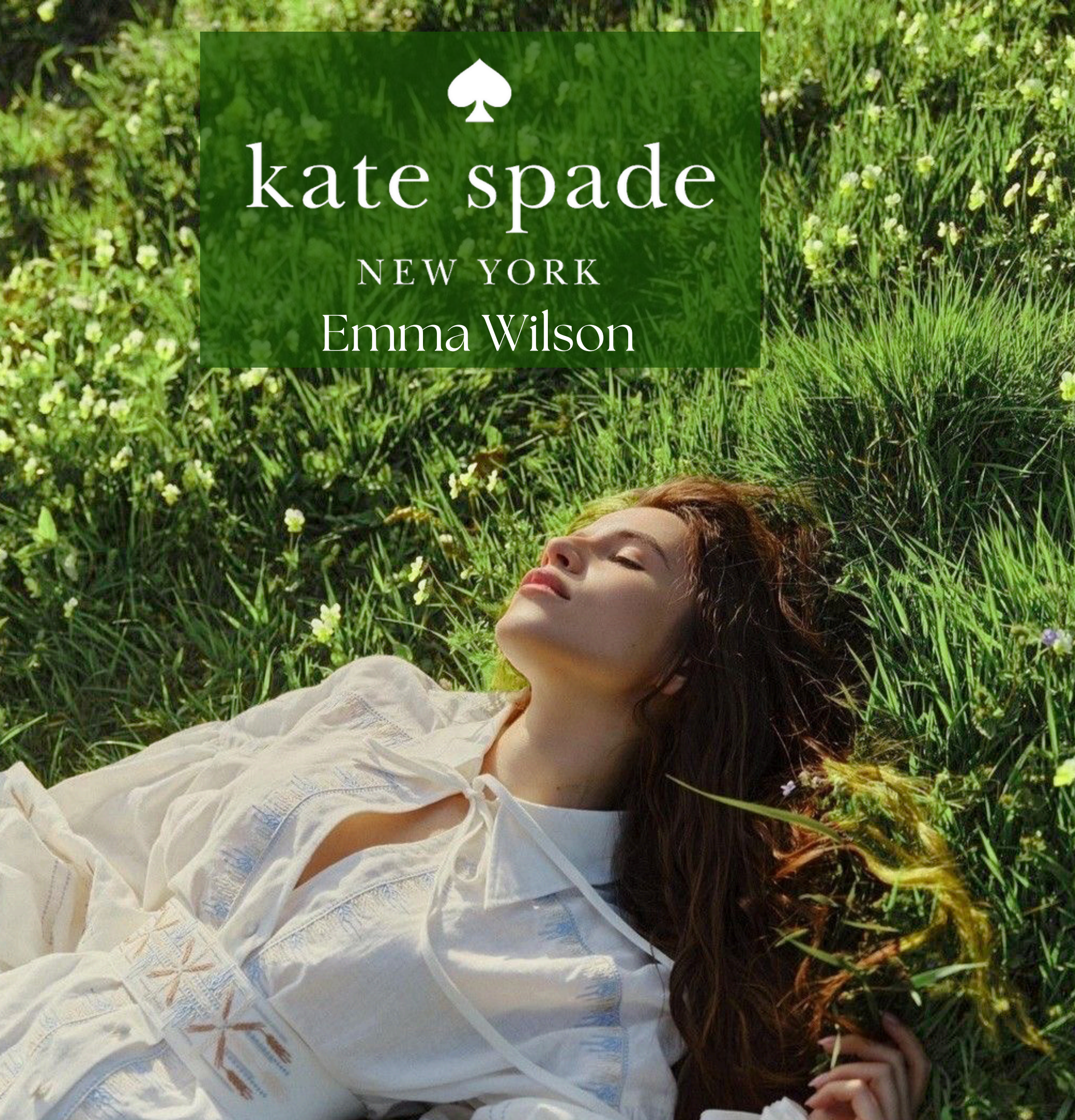




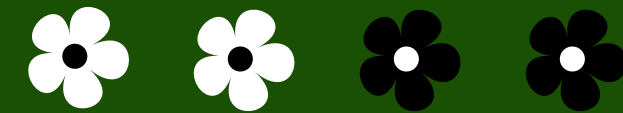
kate spade

NEW YORK

Emma Wilson



UPLIFTED
BY STYLE



GROUNDED
IN GREEN

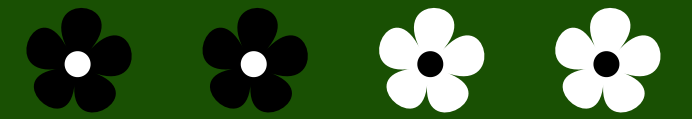


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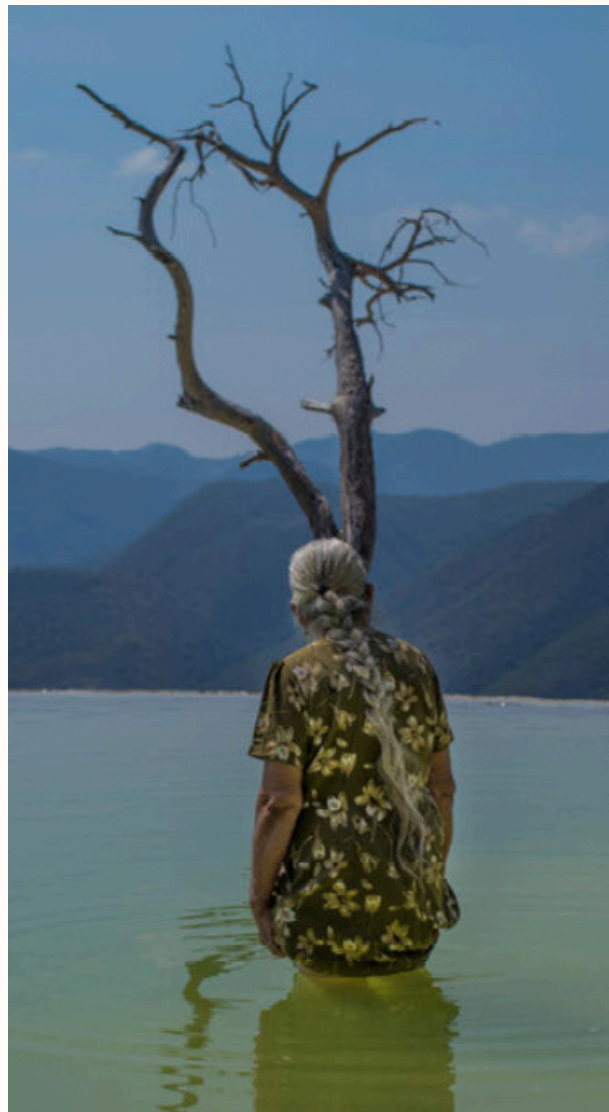
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Horizon Scan...

ECO-ANXIETY



Uncertainty surrounding climate change manifests in eco-anxiety, leading consumers to search for a deeper connection with nature.

OPTIMISTIC INPUT



As a result of the many compounded uncertainties that Gen Z faces today, they are looking for overall optimistic input to provide relief from the seemingly constant flow of negative input.

With more accessible prices compared to other luxury brands, and a rich history of floral motifs and bright colors, Kate Spade is well-positioned to respond to both of these drivers.



Uplifted by Style, Grounded in Green

Kate Spade always been known for its ability to spark optimism and curiosity in customers through vibrant colors, bold patterns, and playful embellishments. As the brand shifts away from novelty and storytelling toward a more refined identity, it is my goal to elevate Kate Spade's bright sensibility to connect with Gen Z in a meaningful way.

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MOODBOARD



Location



To bring this vision to life, I propose a Kate Spade pop-up at Wave Hill, a botanical garden located in the Bronx.



Location

The event itself will be hosted in Wave Hill's gallery and exhibition space.



After entering through the Kate Spade retail space, they will be free to roam Wave Hill's ten beautiful gardens, which feature a wide variety of flowers and other vegetation.

Exclusive Product

Kate Spade Planters -

Attendees will have the opportunity to work with Wave Hill's talented botanists to plant their own orchid in an exclusive Kate Spade planter, modeled after the iconic Sam bag.

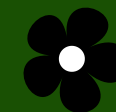
Limited Collection Drop-



Reimagining the Classics: A collection of signature handbags inspired by Kate Spade's archival design silhouettes.

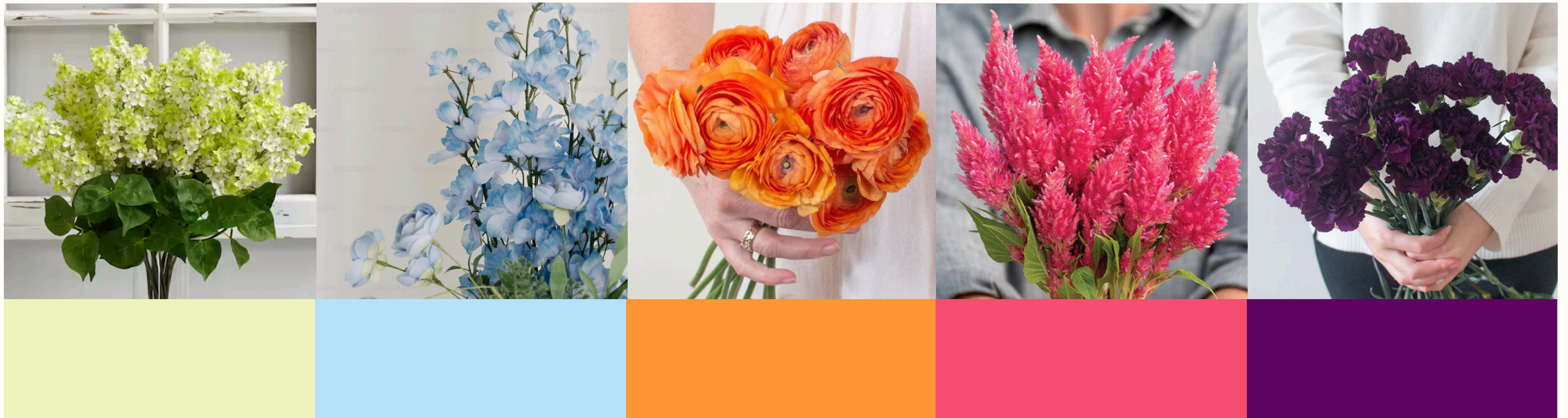


Material and Finish: Reimagining archival floral patterns into more elegant monochrome designs in embossed leather or quilted fabric.



Exclusive Product: The New Line

Color Palette



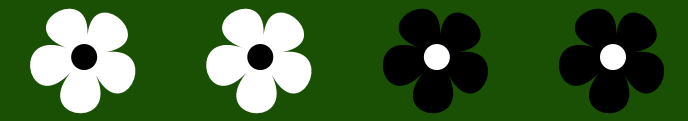
The collection will initially be available exclusively at the pop-up, then it will later expand to be available at select retail locations, then in all stores and online.

Product & Layout



Other product available at the pop-up will be exclusively green.

The skilled team at Wave Hill will work with Kate Spade to install large-scale floral arrangements in and around the display cases to create an immersive experience inside.



Event Promotion

Brand Ambassador: Elizabeth Sweetheart

To promote this event, I propose Kate Spade adopt Elizabeth Sweetheart, better known as The Green Lady of Brooklyn, as a new brand ambassador.



Sweetheart is known for her exclusively green wardrobe. To Gen Z, she is a portrait of optimism and unapologetic celebration of personal style.

Event Promotion

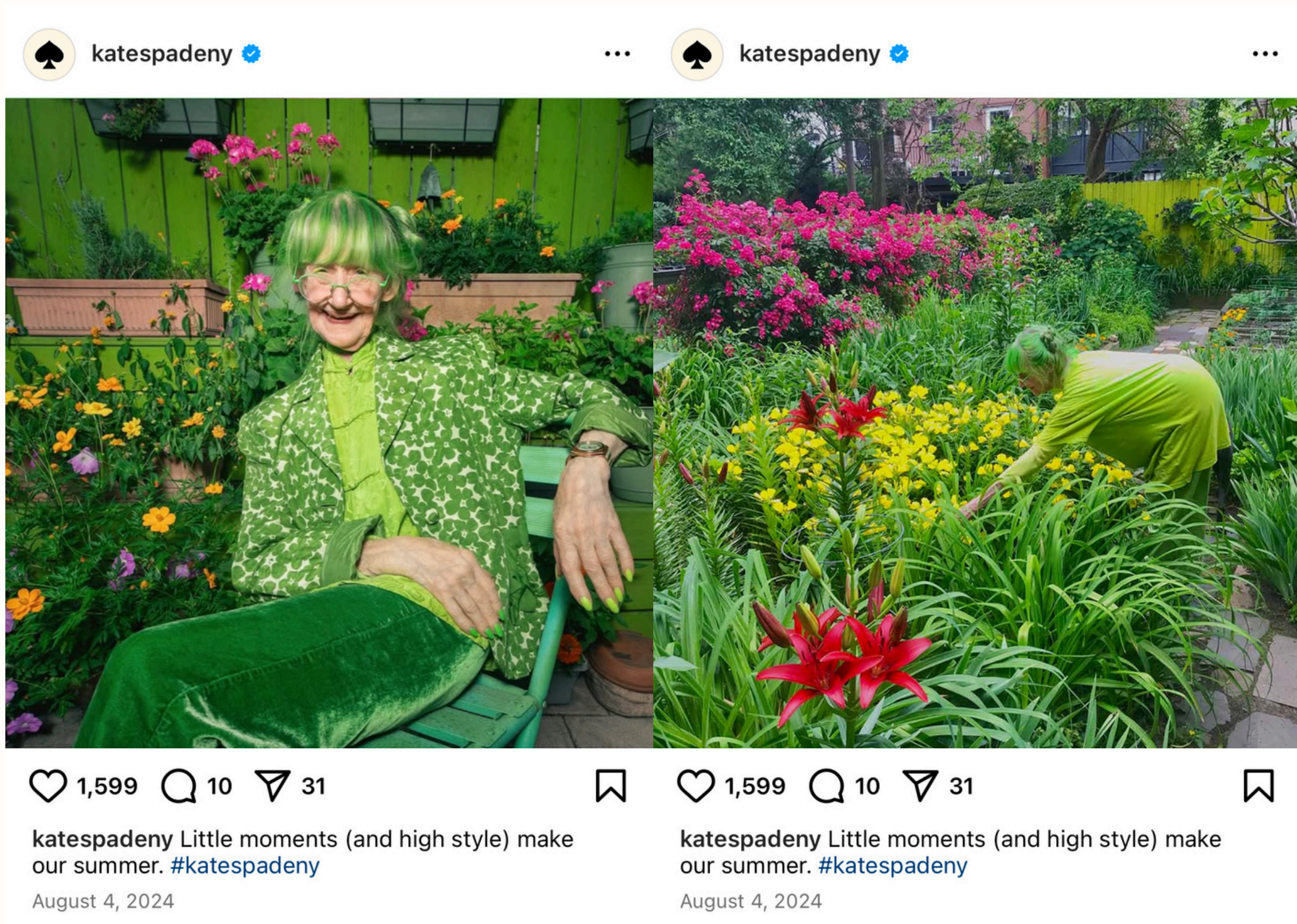
In addition to everything else in Sweetheart's life that is green (which is nearly everything) she also has quite the green thumb. She loves gardening, and cultivates her own beautiful garden in her backyard.

She is the perfect ambassador to introduce for this pop-up because she truly is uplifted by style, and grounded in green.

Sweetheart would be present at the pop-up for a meet-and-greet event.



Content & Social Media

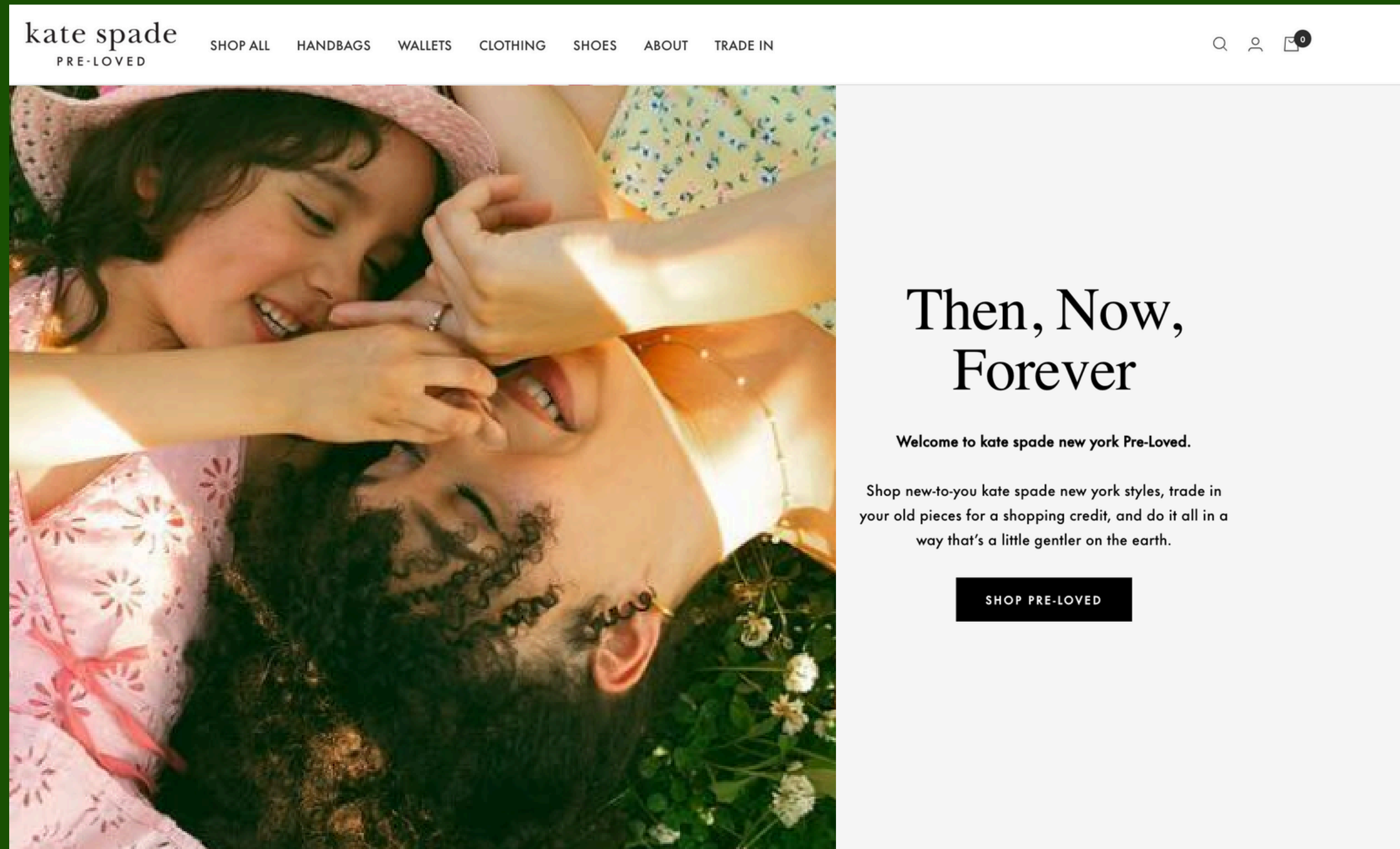


A promotional photoshoot with Elizabeth Sweetheart would in her home garden.

Images could be used to advertise the pop-up in Times Square, in magazines, and on social media.

They could also be used later as promotional material, alongside photo and video content from the pop-up event.

Content & Social Media

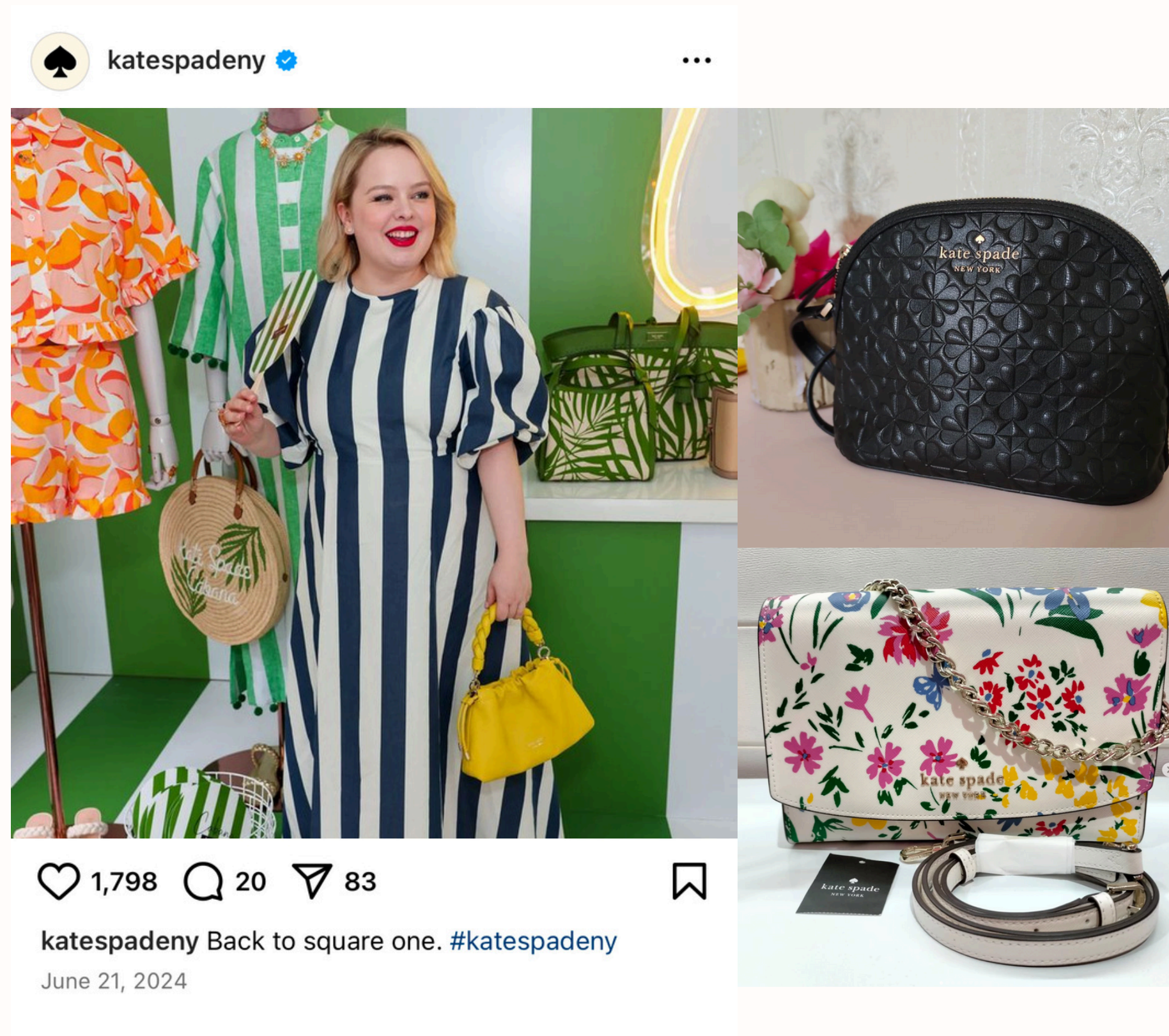


The image shows a screenshot of the Kate Spade Pre-Loved website. The top navigation bar includes the 'kate spade PRE-LOVED' logo, a menu with 'SHOP ALL', 'HANDBAGS', 'WALLETS', 'CLOTHING', 'SHOES', 'ABOUT', and 'TRADE IN', and icons for search, user profile, and a notification badge. The main content area features a large photograph of a smiling couple in a romantic embrace. To the right of the image, the headline reads 'Then, Now, Forever'. Below the headline, the text says 'Welcome to kate spade new york Pre-Loved.' and 'Shop new-to-you kate spade new york styles, trade in your old pieces for a shopping credit, and do it all in a way that's a little gentler on the earth.' A black button with the text 'SHOP PRE-LOVED' is positioned at the bottom of the promotional text.

A curated collection of floral-themed pre-loved bags would be made available for purchase on the Kate Spade website.

Attendees of the pop-up get exclusive online access to this curated collection before it goes public the following day.

Content & Social Media



Promotion of the pop-up and the Kate-Spade pre-loved program by current brand ambassadors such as Nicola Coughlan and Madison Beer would help create more buzz and appeal to a broader audience of sustainably minded Gen Z consumers.

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THANK
YOU

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