



kate spade *Atelier*

Atelier transforms stores into immersive creative spaces, inspired by the elegance of a Parisian artist's studio. By elevating core handbags through curated displays, interactive storytelling, and gallery-style presentations, we enhance perceived value while capturing a new generation of consumers. This strategy ensures that Kate Spade evolves beyond novelty while maintaining its signature charm, by turning this store visit into an aspirational experience.



Mood Board

The Why

- Kate Spade is evolving & moving away from novelty and towards timeless, iconic core handbags.
- This shift requires a visual merchandising strategy that reinforces brand elevation without losing charm.
- The Solution: Kate Spade Atelier—an artist's studio-inspired concept that makes handbags feel like works of art.

How do we make core handbags feel aspirational, collectible, and essential?

What is Kate Spade Atelier?

- Kate Spade Atelier transforms stores into immersive creative spaces.
- Inspired by the elegance of a Parisian artist's studio, it highlights the craftsmanship and timeless appeal of core handbags.
- This approach elevates product presentation, storytelling, and consumer engagement beyond traditional retail displays.

Why It Works:

Luxury brands already use storytelling—Kate Spade needs a fresh, ownable approach to do the same.

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Visualizations



In-Store “Creative Studio” Corners

A New Way to Experience Handbags

The Problem: Traditional retail shelving doesn't create an emotional connection.

The Atelier Solution:

- Handbags displayed on floating frames & modern plinths for a sculptural, gallery-like effect.
- A “designer’s sketch table” setup, where key seasonal bags are shown alongside fabric swatches, mood boards, and sketches.
- Interactive Element: Customers scan a QR code to view the bag’s design process, see inspiration, and learn styling tips.

Why This Works for Kate Spade

Elevating Perceived Value, Attracting Younger Consumers

- Supports Brand Evolution: Shifts Kate Spade from trend-driven to timeless without losing charm.
- Increases Perceived Value: Customers see handbags as aspirational investment pieces.
- Strengthens Store Experience: Creates a differentiated in-store moment beyond window displays.
- Captures a Younger Audience: Gen Z & Millennials seek interactive, experiential shopping—this gives them a reason to visit.