

kate spade park

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# objective

Kate Spade Park is a pop-up indoor theme park created to provide a fun and immersive experience for the next generation of luxury consumers. We want our visitors to establish a personal connection with the Kate Spade, create and customize their own products, and learn about the history of the brand. Our goal is for our visitors to feel as if they are entering a fashion wonderland while exposing Kate Spade to the younger generation.

# concept

- Kate Spade will launch its first pop up indoor theme park, “Kate Spade Park” in New York
- Will take place inside of different malls around the world
- It will be designed with Kate Spade’s iconic brand colors and patterns
- Enjoy immersive attractions designed for visitors to have the opportunity to create, learn about the brand, and produce sharable content
- Shop a limited edition of Kate Spade products in the pop up shop
- Enjoy specialty treats and beverages

# the experience

The overall experience of this theme park is to provide visitors with a new and exciting way to experience the Kate Spade brand. It aims to stay aligned with Kate Spade's values and history while introducing the digital world via the attractions. Kate Spade Park will be a blend of high-end fashion mixed the playful nature of an indoor theme park.

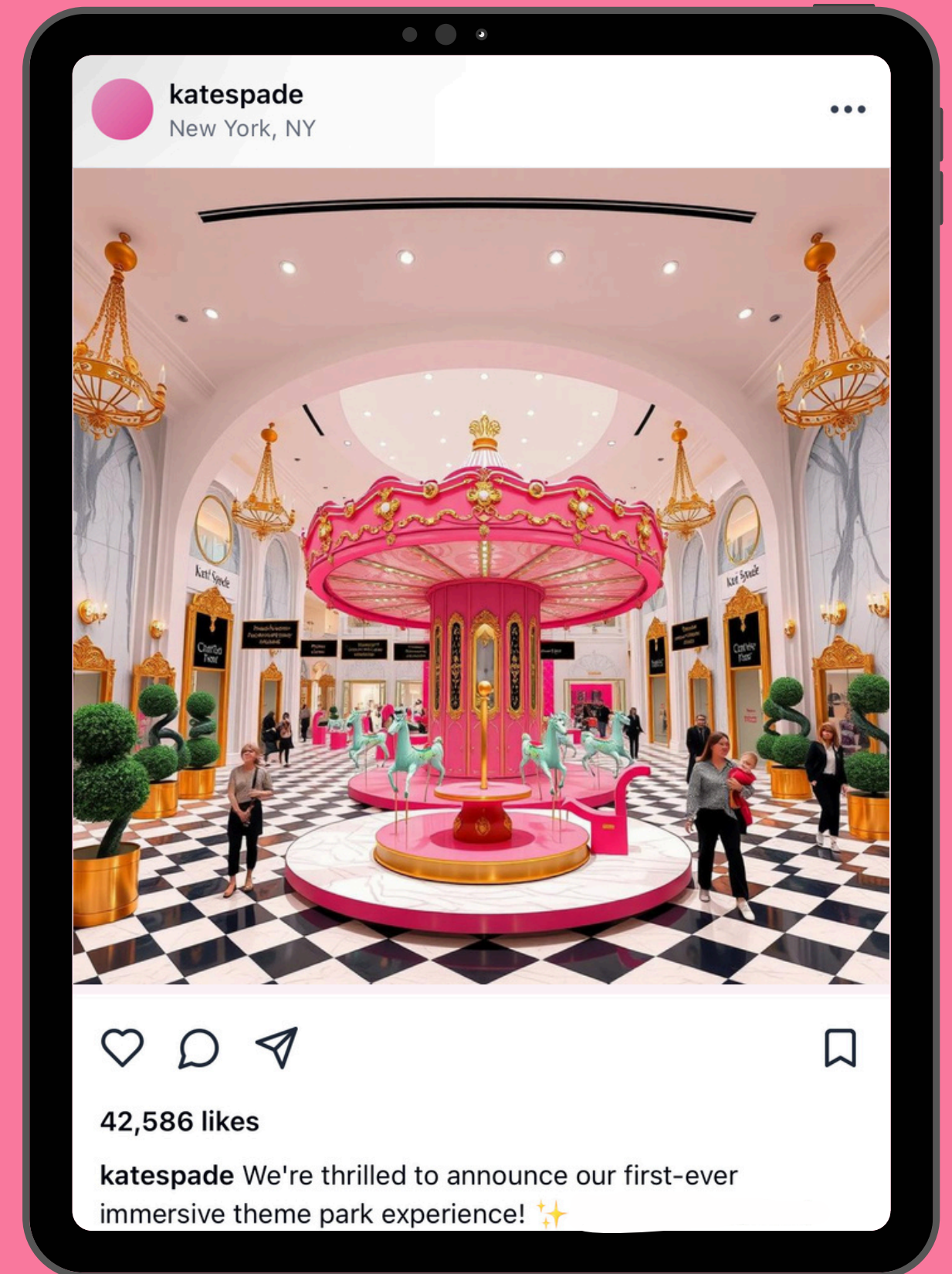


# emotional connection

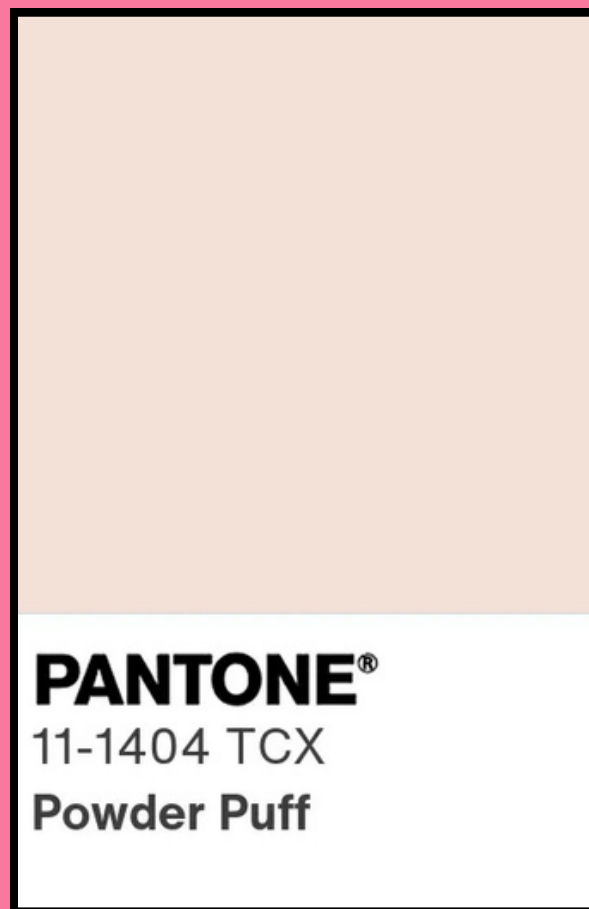
- Create a space for visitors to share fun moments with friends and build community
- Provide an opportunity for gen z/gen alpha to experience their “first luxury handbag” moment with Kate Spade
- Build a personal connection with the brand and express their creativity through the interactions with our attractions

# marketing strategy

- Promote on Instagram, TikTok, and website
- Partner with influencers
  - Invite influencers to theme park to create content
- UGC content campaigns
  - Send influencers limited edition products to promote
- Social media hashtag campaigns
  - Visitors participate in hashtag campaign for additional exposure



# color palette



kate spade  
NEW YORK



kate spade  
NEW YORK





# attractions

## Handbag Workshop

Open workshop layout with multiple stations where visitors can design their own classic Kate Spade handbags.

## Kate's Digital Closet

Uses advanced AR technology to virtually try on Kate Spade merchandise

## Charm Bar

Stations where visitors have the opportunity to create charm bracelets and charms that can be purchased and added to their handbags

## Classic Interactive Games

Additional classic Kate Spade themed arcade games such as the claw machine and more where visitors can win small products and discounts on Kate Spade products

# additional experiences



## Pop-up Boutique

A Kate Spade boutique within the park where visitors are able to shop a limited edition of products



## Heritage Gallery

A small museum that showcases the history and evolution of the Kate Spade brand



## Spade Cafe

A place in the park where visitors can stop and grab a speciality treat to enjoy while experiencing the attractions



Charm Bar



Arcade Games



Handbag Workshop

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Kate Spade pop-up store



Spade Cafe

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# app features

Digital wallet for purchases  
and rewards

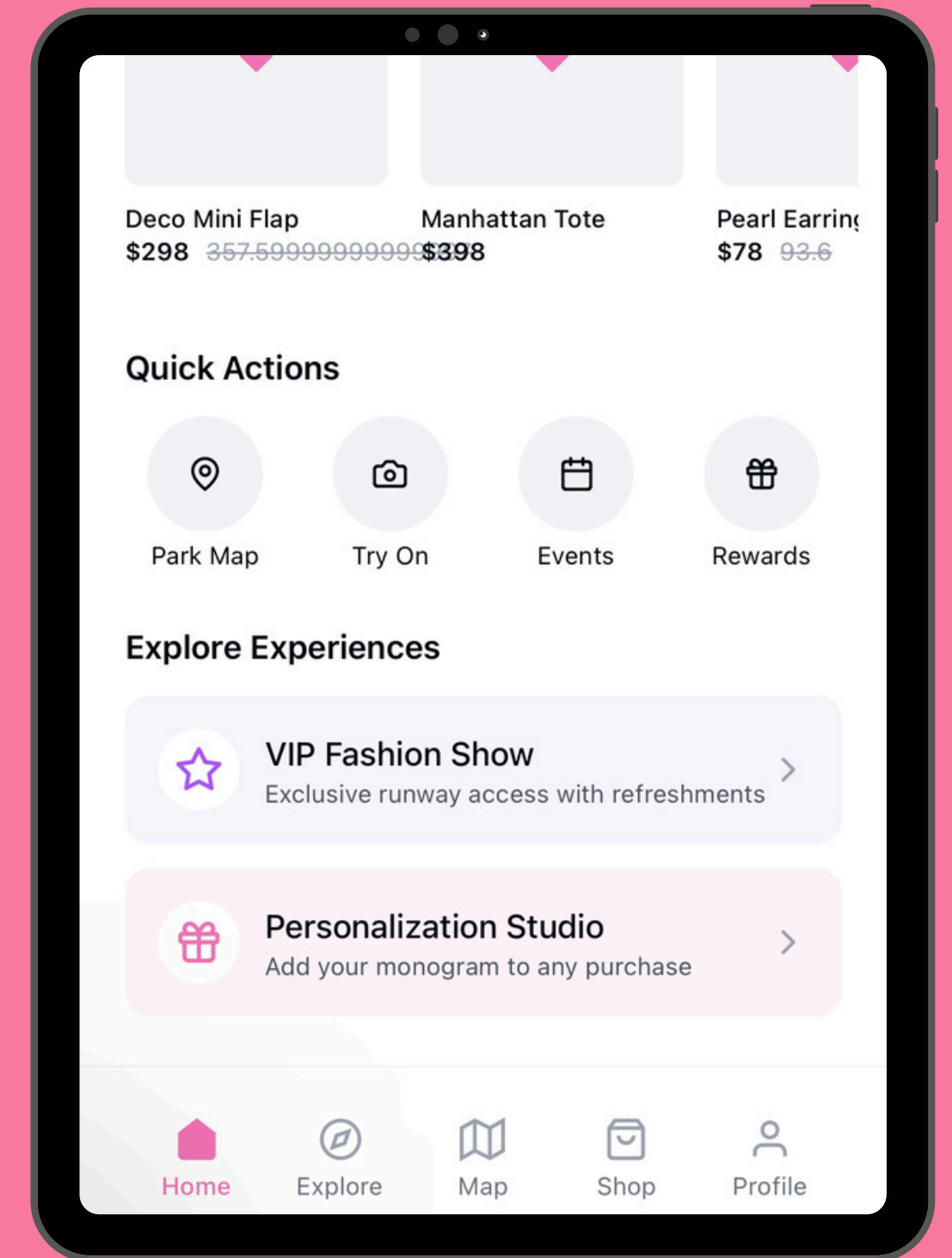
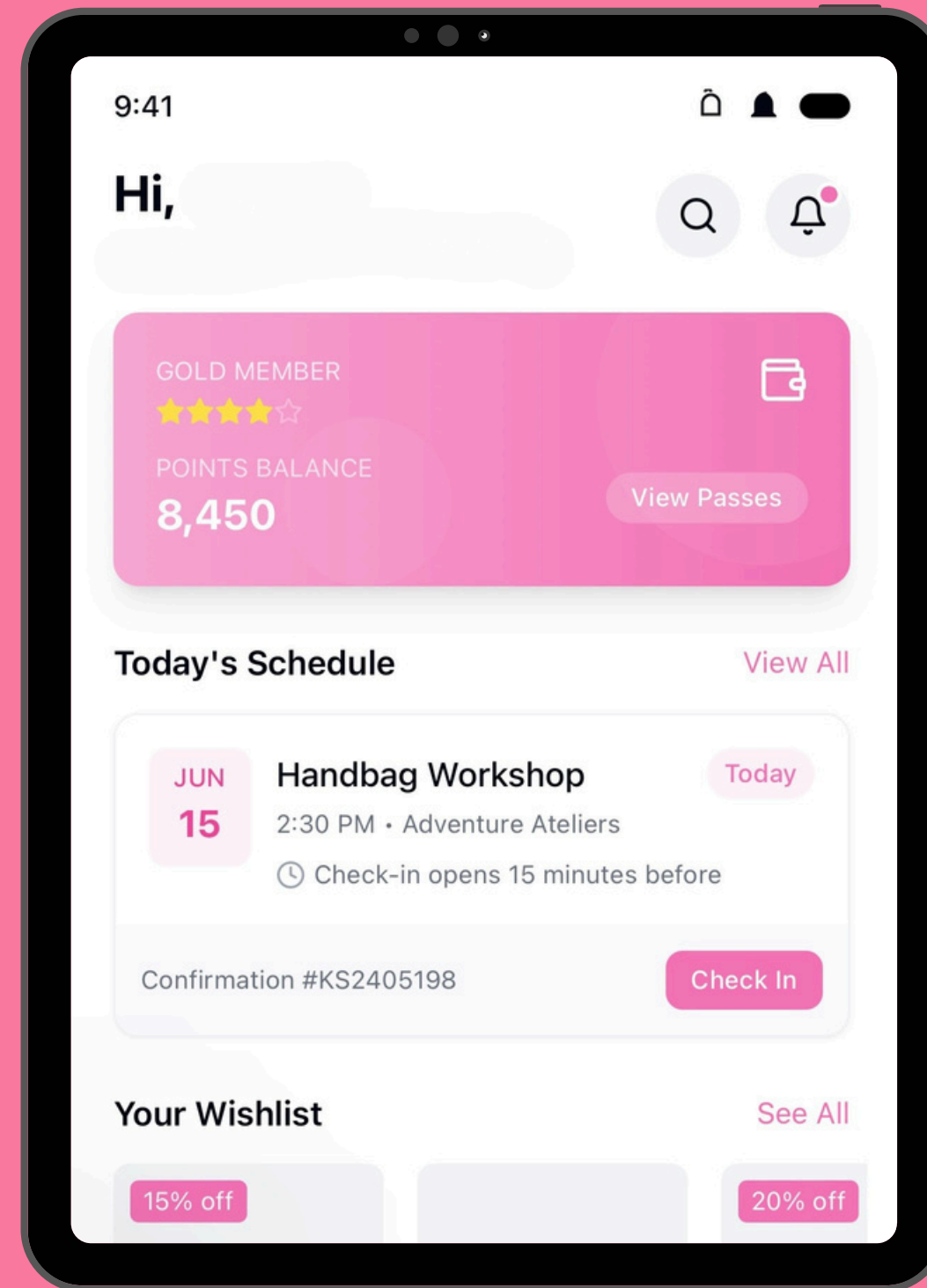
Access arcade and  
workshops

Workshop & event  
management

Custom profile creation &  
style preference quiz

Virtual try on

Exclusive app only  
products



kate spade  
NEW YORK

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Digital wallet for purchases  
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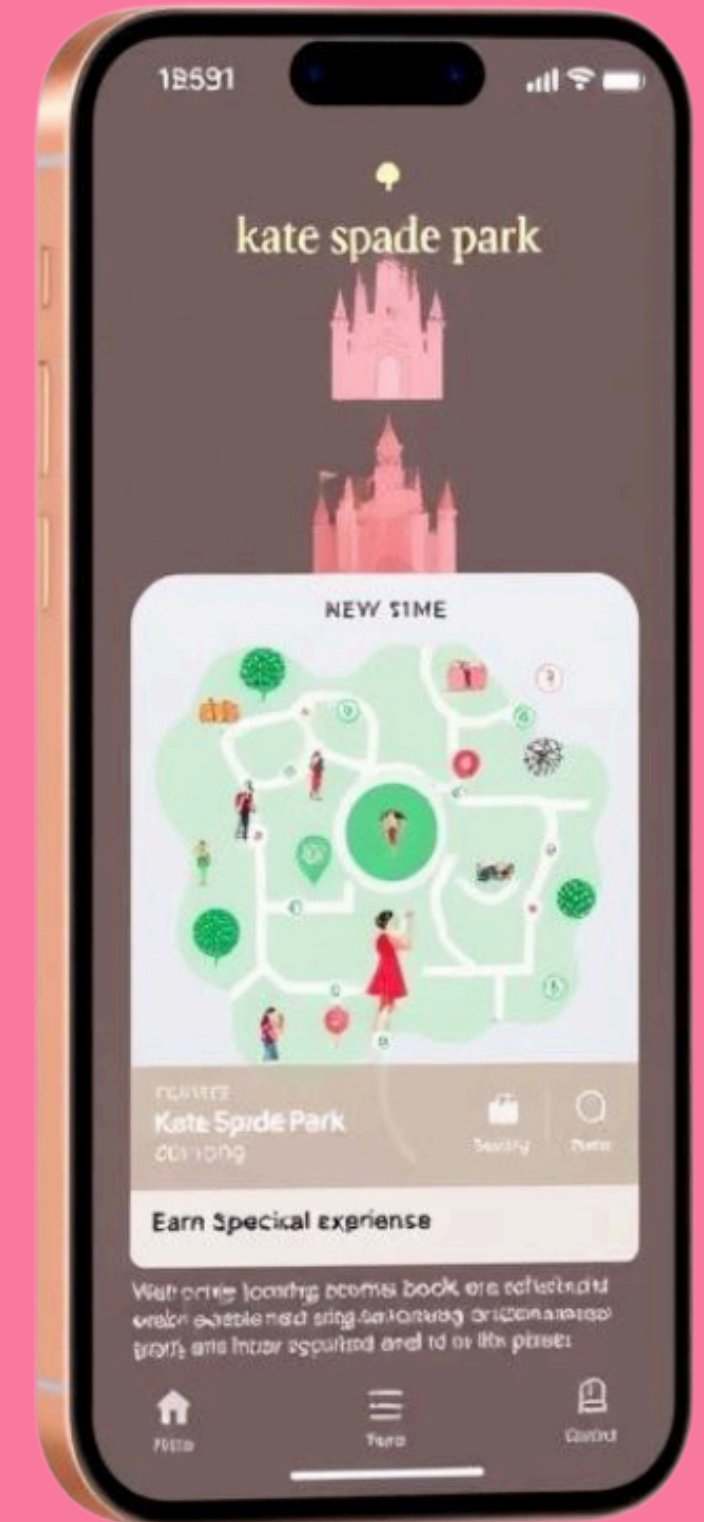
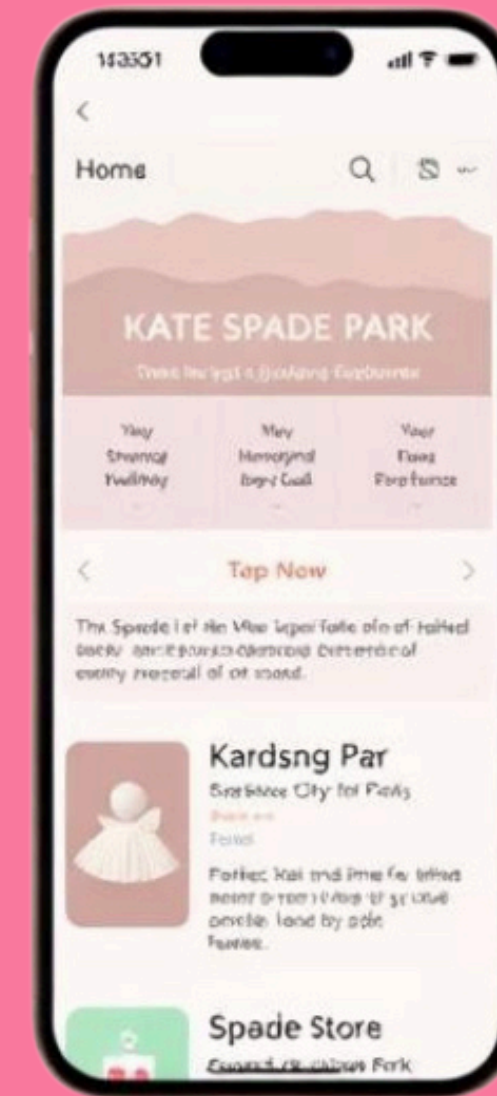
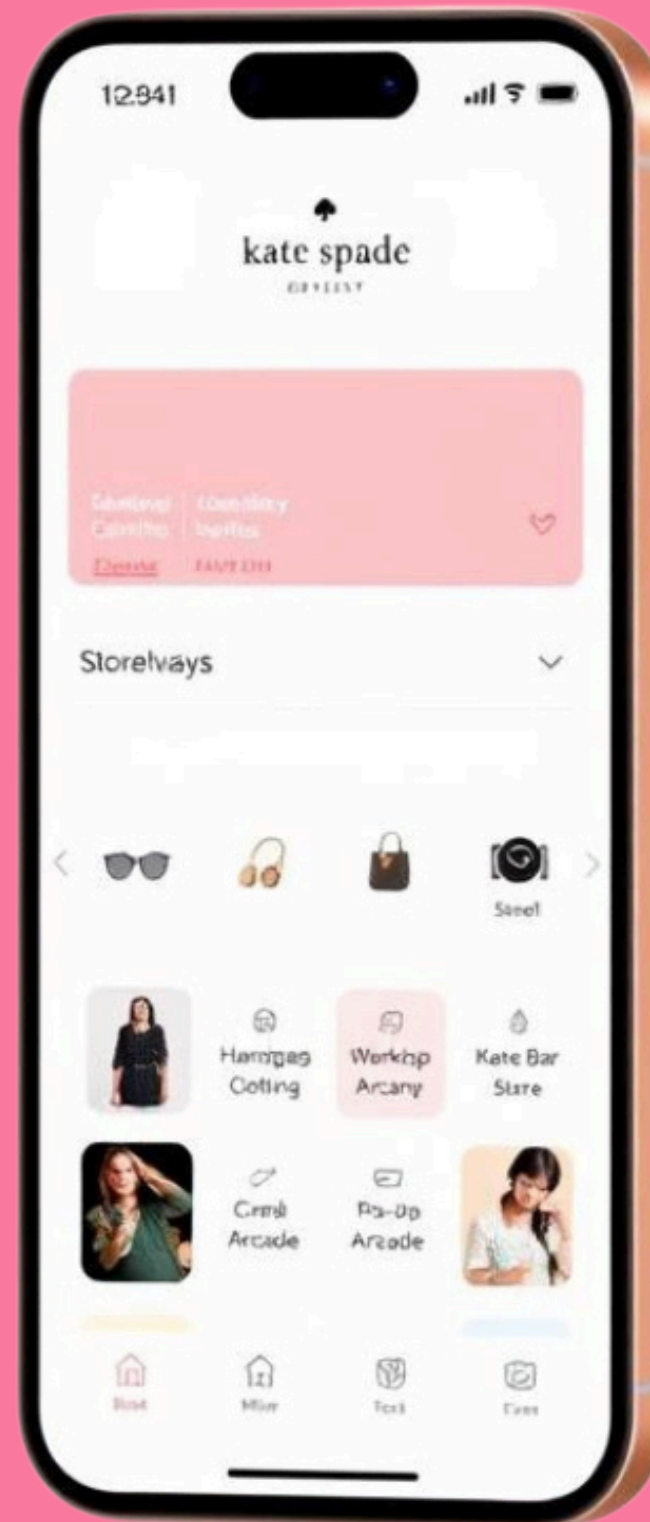
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# location



New York, London, São Paulo

kate spade

NEW YORK

# Creative Rights & Disclaimer

This project was created as part of an academic competition and reflects original ideas developed by Autumn Jones. It is intended for educational purposes and as a platform to showcase creativity and strategic thinking. I appreciate the opportunity to present my work to industry professionals and hope it sparks meaningful discussions around innovation and creativity within the brand. Please note that all concepts, designs, and strategies are the intellectual property of the creator, and any use beyond this setting would require permission. Thank you for engaging with my ideas!



thank you

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