

KATE SPADE

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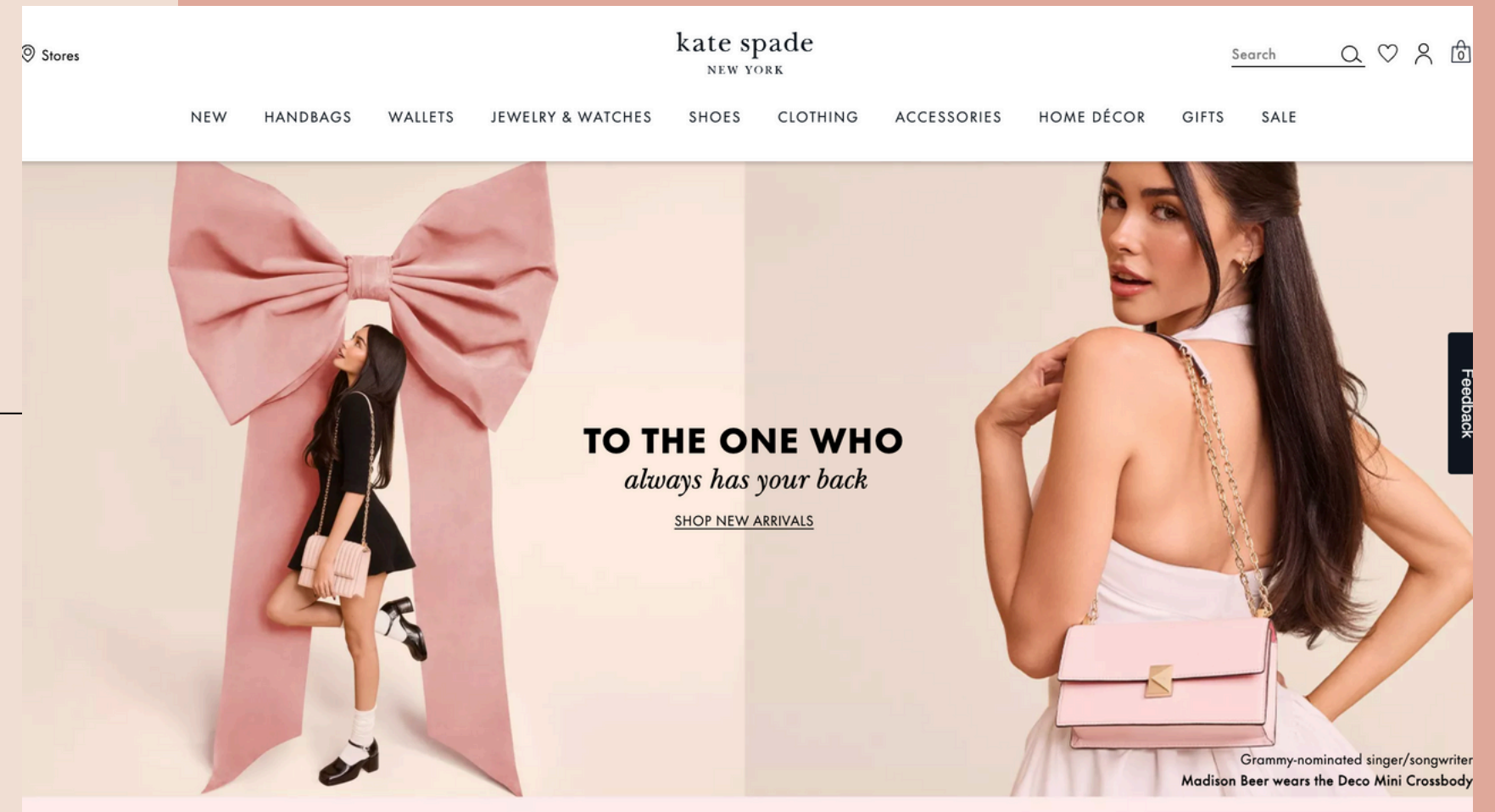


RESEARCH

When somebody says the brand Kate Spade, we think of really bright colors, but at the same time, the leading light pink and black.

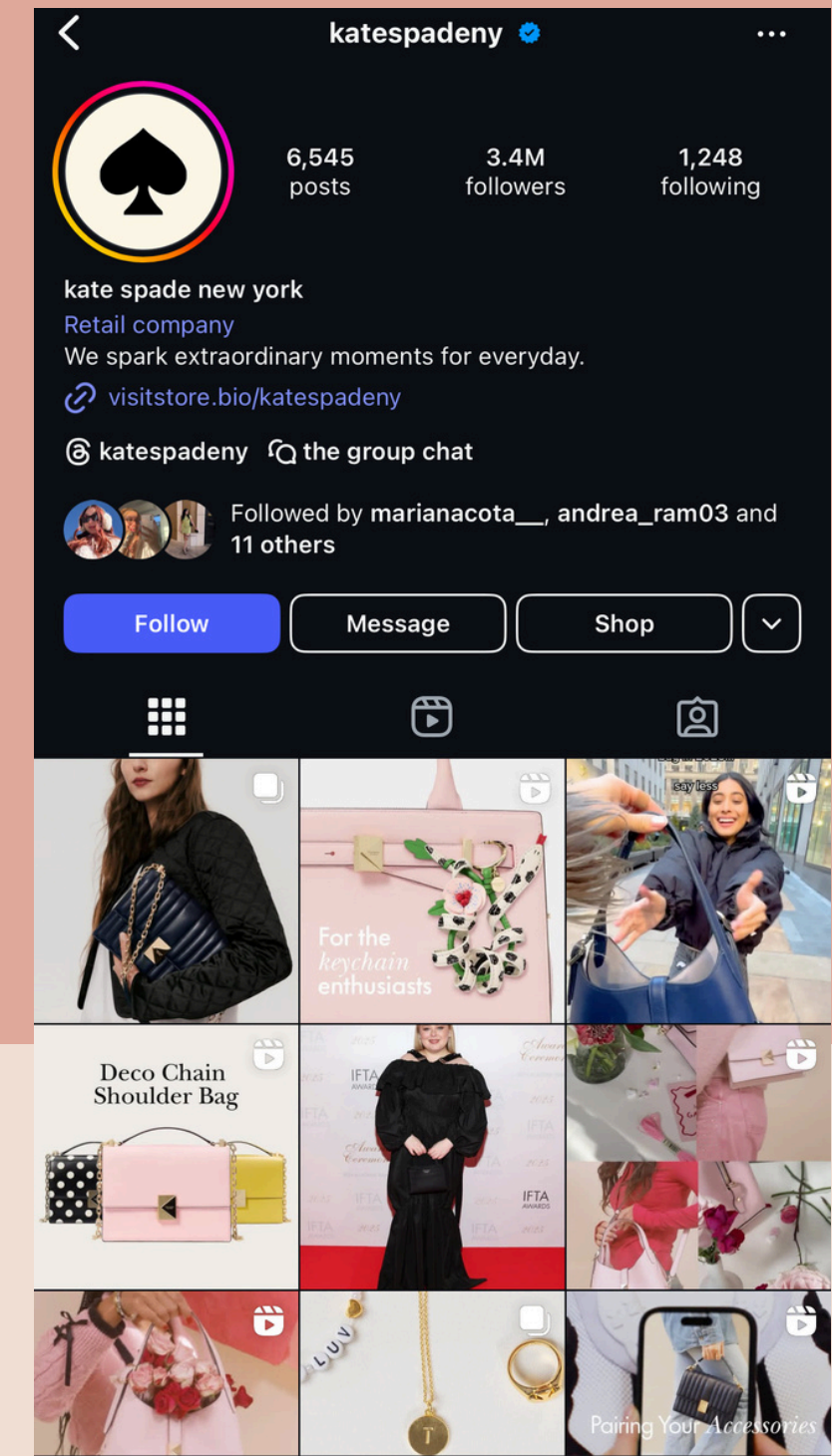
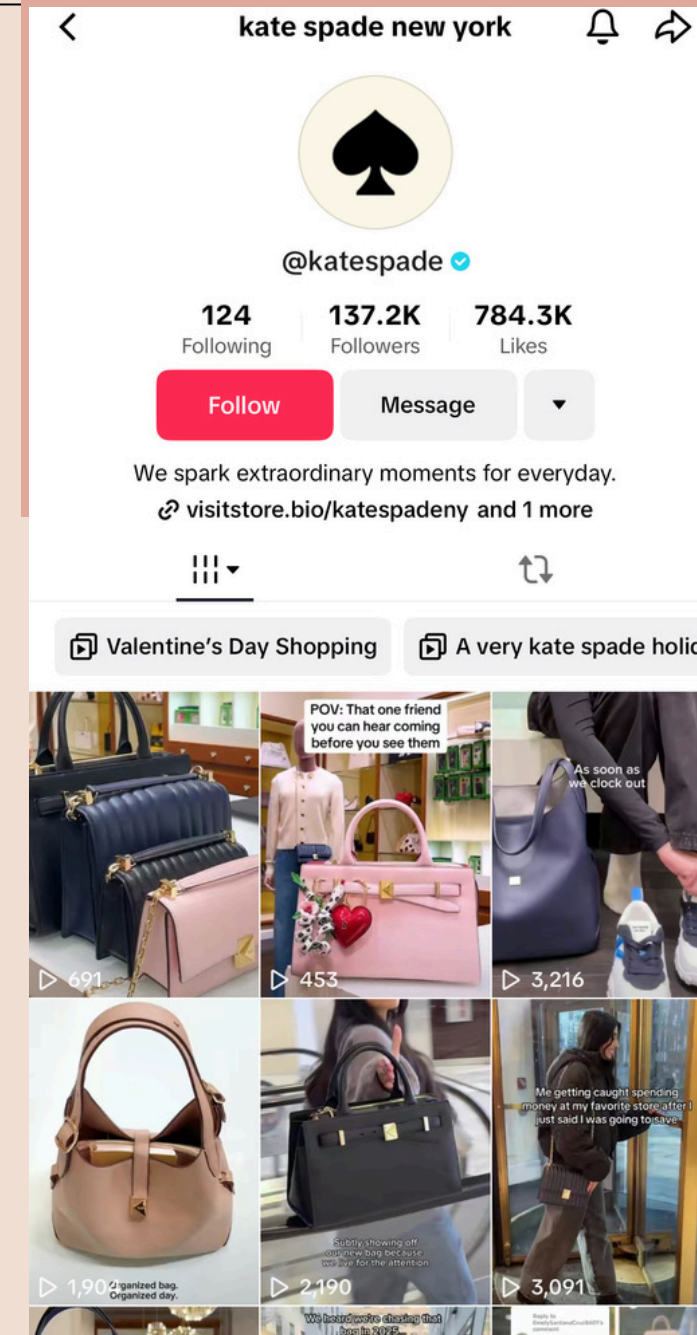
Kate Spade offers various clothes, bags, accessories, shoes, etc. But who is the company's primary audience? Gen Z? Millennials? Middle-income people? People who thrift? Everyone?

Nowadays, customers look for a real connection between a customer and the brand. They want to know how this brand will impact their lives after they buy a product from them.



RESEARCH

- Kate Spade has a massive platform on both TikTok and Instagram. They have good content, but they do not have that many likes, comments, views, and shares.
- Social media is constantly changing; if the brand continually checks trends, invites influencers who would love to be part of the Kate Spade community, and research around the big cities to create new fashion trends, it can be a game changer.



◆ TRENDING GEN Z (EXAMPLE)



- Generation Z is not that into classic, rugged leather. They love slouchy, vintage, and detailed bags.
- The color scheme depends heavily on the weather season, but the primary colors that are usually the most popular are black, nude, brown, and white.
- A color that has impacted the fashion industry is cherry red or wine red. This opens a new window to play with that color for other products.

STRATEGIC APPROACH

As part of my research, I will survey audiences of different ages about the products they usually look for when going to the store, what catches their eye when they go in, and whether they are attracted to bright or light colors. Based on the results of this survey, I would start creating campaigns based on what the audience is looking for from Kate Spade.



To invite the customers to participate in our survey we can give a coupon code for the next purchase if they answered the form.



GEN Z



MILLENNIAL



BABY BOOMER

OBJECTIVES

CREATE A COMMUNITY

When a brand shares content about collaborations with celebrities, the audience is attracted to the person wearing the brand if Kate Spade starts to create a community with their customers by getting to know them and giving back.

ONLINE INTERACTIONS

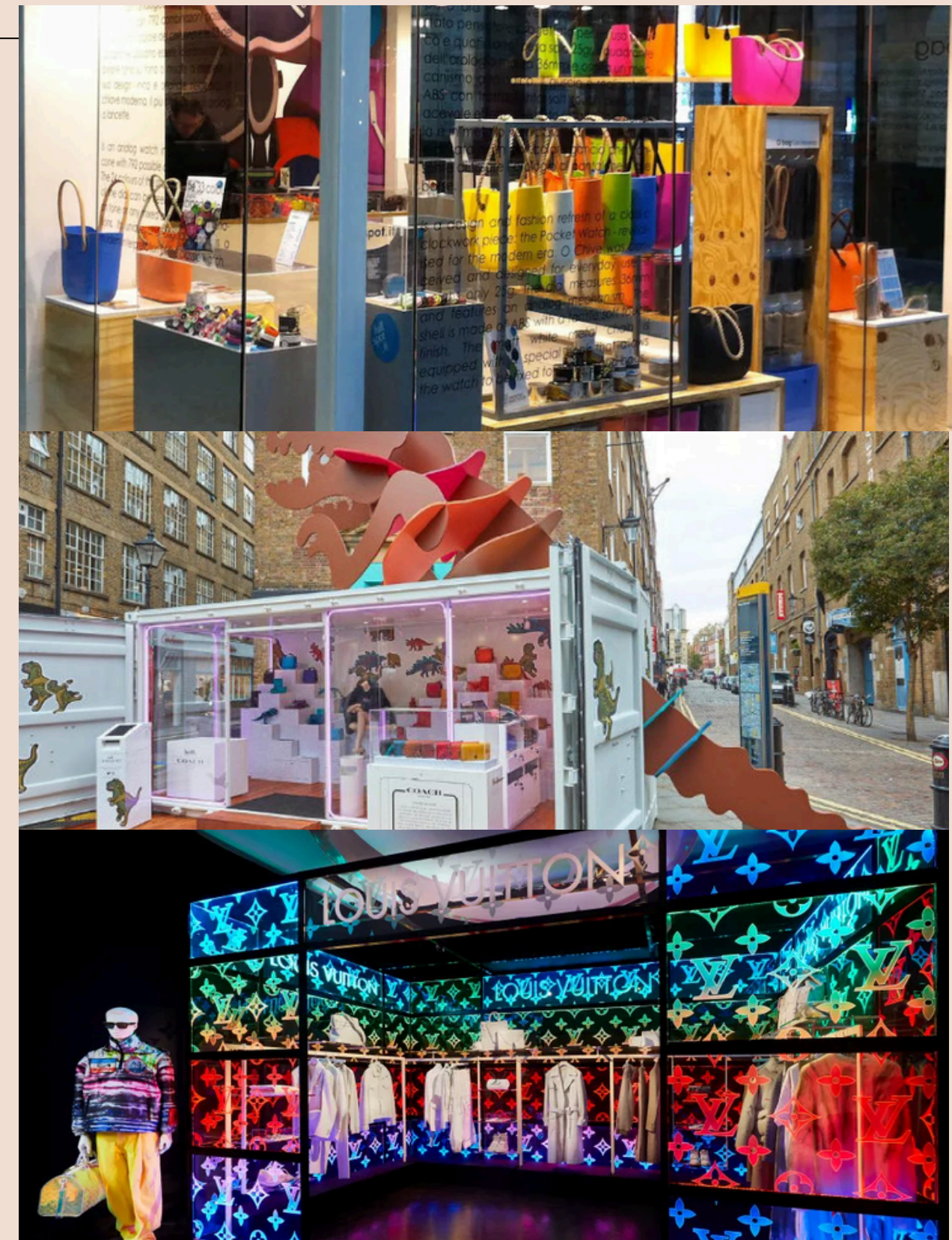
Online celebrities are a way to approach the audience. Collaborating with fashion influencers who align with the company's values, mission, and vision. With the correct research, we can find new audiences and create long-valued customers for the brand.

HOST AN ACCESSORY POP-UP

Partnering with a makeup or coffee brand to create a pop-up to show a new collection of charms or accessories. We can do some activities with customers to develop a memory with them. The audience will generate positive media.

POP-UP DETAILS

- Collaborating with Emma Chamberlain Coffee will help Kate Spade spread their products to her audience and vice versa to Emma's company.
- Kate Spade New York is iconic and invites future fashion designers from universities. The pop-up could have raffles or giveaways for vouchers.
- A portion of the pop-up money event could be donated to a fashion scholarship, which would promote future artists and expose their talent.

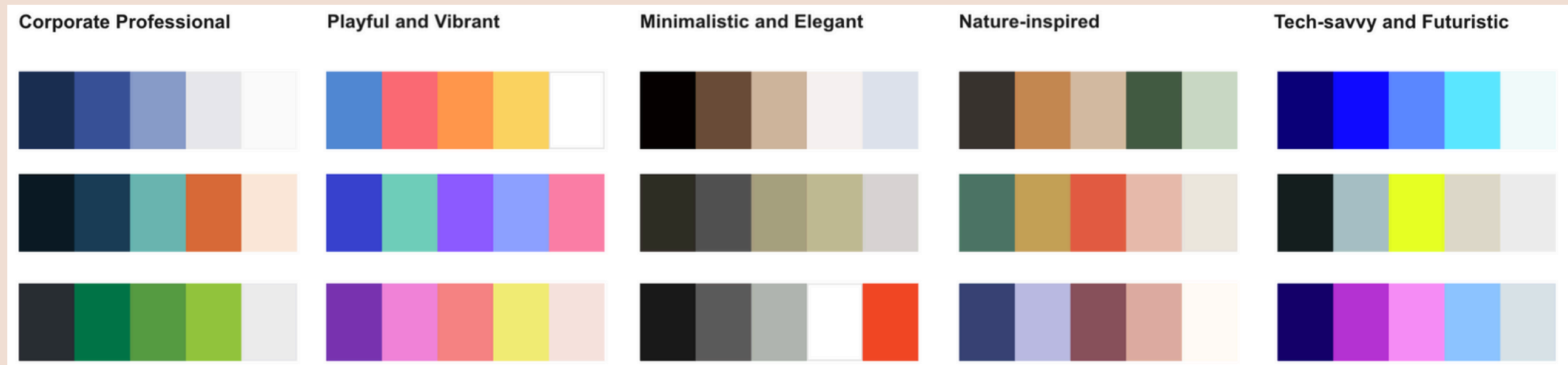


STORE UPGRADE

Modernizing the stores with color sections.

- Neutral
- Vibrant
- Corporate
- Nature

The lighting could be a little different for every section so that every customer who enters the store is intrigued by every section.



We can change the floor to a more neutral color so it settle for all the sections.



MIRROR IDEAS

Every section will have a different mirror to take pictures while trying the new products.

It could become an "IT store" to visit in New York.

OVERVIEW

Kate Spade New York has the talent to create connections with customers, students, and designers. Going into a store and feeling that they will treat you right is one of the best feelings, but it doesn't come only from the employees in the retail stores. It has to come from the agency trying to spread a genuine connection with the audience. Trying to reach the Gen Z generation through school, trends, and events is the most impactful way to get them to share their trust in the company.

It would be nice to see another side of the company besides the products. These days, it is essential to create loyal and rewarding customers. If we make an experience by just going to the store, the company's social media will have more interactions. By generating more views and trends, the brand would become more popular.

THANK YOU!