



Nadya Al-Hakimi Winter 2025

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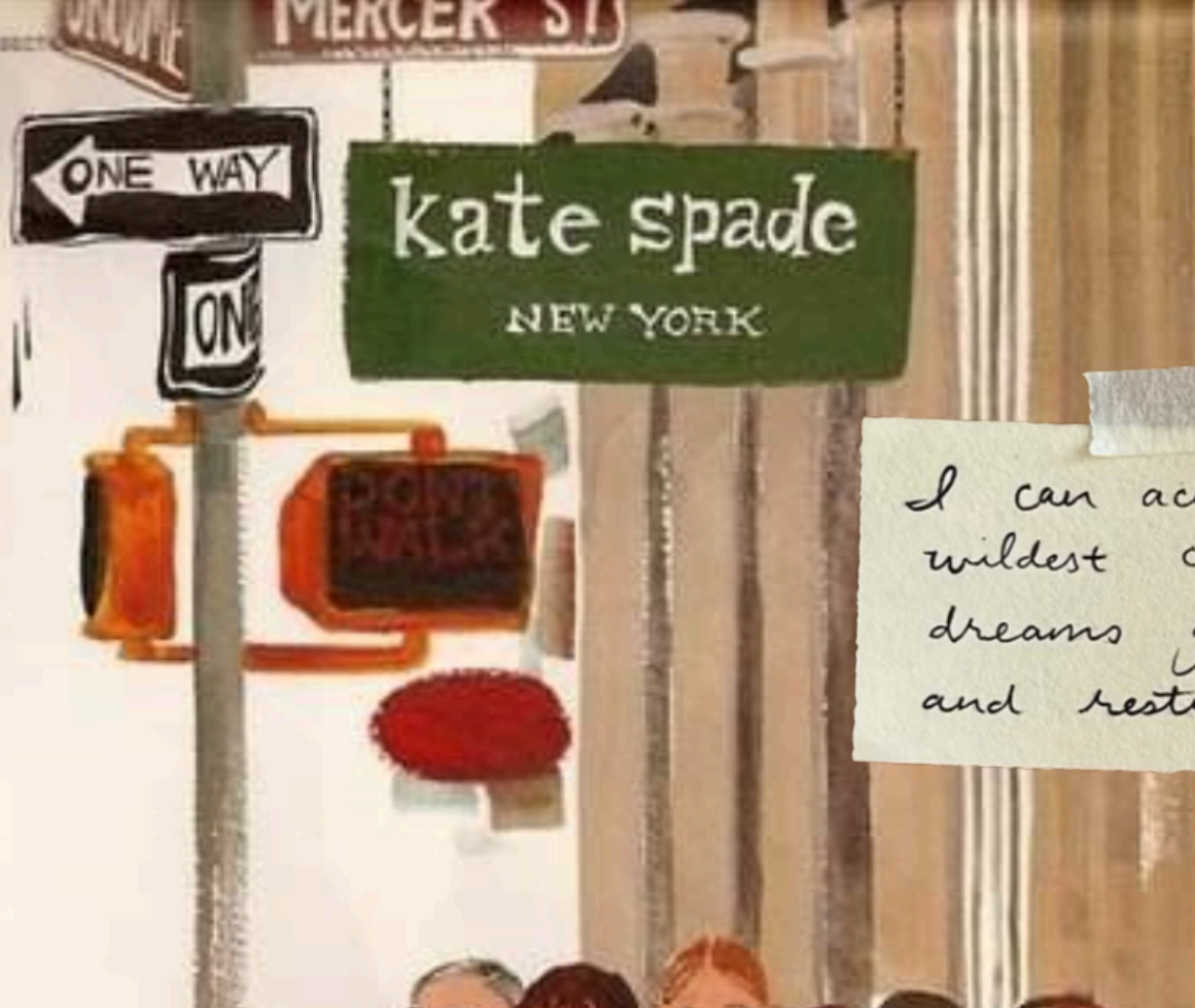
Why the Met?

- Celebrating Kate Spade's legacy through a pop-up experience at The Metropolitan Museum of Art.
- Focusing on timeless designs while showcasing Kate Spade's evolution and future direction.
- Incorporating mental health awareness as a core component of the event's purpose

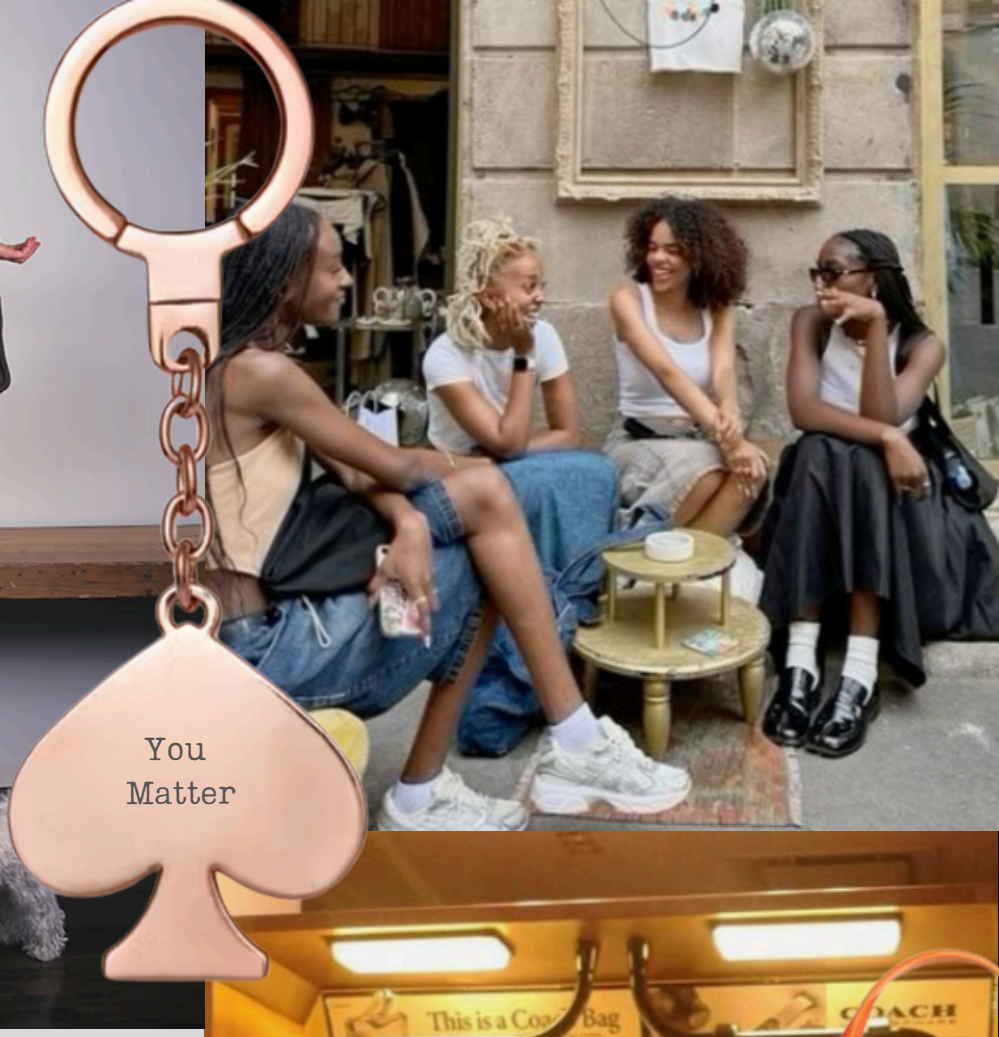
Goals for the Event

- Elevate the Brand– Celebrate Kate Spade's iconic legacy and build a stronger foundation for future collections.
- Attract Younger Consumers– Create an engaging, interactive experience that resonates with newer audiences.
- Honoring Kate Spade– Pay tribute to her creative influence and mental health advocacy.
 - Donate event proceeds to mental health organizations, continuing Kate's legacy of giving back.

Concept



I can achieve my wildest creative dreams going slow and resting often



the fact that you are trying is proof that you are strong



*You matter.
Your story matters.
Your hopes, dreams, and fears matter. All that you are matters.*

The Green Carpet

- Symbolic green carpet welcoming guests, reflecting Kate Spade's signature color and spirit.
- Interactive and immersive experience, inviting guests to walk the carpet and share on social media.

Exhibit & Experience

- “Walk Through Time” – A curated exhibit of Kate Spade's iconic designs with augmented reality and interactive displays.
- Mental Health Focus – Proceeds benefit organizations like the Loveland Foundation and The Trevor Project.
- Design Your Own Spade – Get to customize and engrave your own spade keychain all proceeds go straight to charity.

Brand Engagement

- Showcase the heritage and future of Kate Spade through digital storytelling and creative activations.
- Strengthen connection with both existing and new consumers by blending legacy with innovation.

The Immersive Experience

- There will be ads posted over New York during April before the event takes place May 1st.
- People can scan the QR codes on the ads and get a virtual ticket.
- The first 50 scan sign-ups get-in for free.



Promotion and Tickets

- Ticketed customers and Guest Speakers that day can walk the Green Carpet

- Will be free for everyone at the end of the month



Guest Speakers & Brand Ambassadors

Green Carpet Mock Up



'Attendees'



- QR codes are available to scan throughout the exhibit, and people who attend can shop the product shown on display and see how it was styled then and now.



Exhibit Mock-up



Exhibit Mock-up

Keychain Engraving





Hypothetical Engravings



LOVE
the
LAND
foundation

THE TREVOR PROJECT
Saving Young LGBTQ Lives

Honoring Kate's Legacy

- Video Tribute– A short film reflecting Kate Spade's journey and her lasting impact on the fashion industry, highlighting her creativity and joyful spirit.
- Live Reflections– Special guests share heartfelt stories about working with Kate and what she meant to the brand and the community.
- The Exhibit of Designs– A display of iconic Kate Spade bags, original sketches, and photographs showcasing the evolution of her design vision.



Kate Spade Tribute



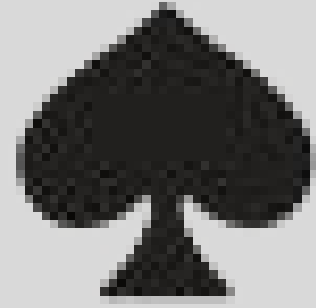
Mental Health Focus:

- Proceeds for Charity– A percentage of proceeds will go to a mental health organization, highlighting the brand’s commitment to mental health awareness.
- Visibility– Throughout the event, provide information and recognition for the charity, emphasizing the importance of supporting mental health initiatives.
- Easy Donation– Attendees will have opportunities to donate through on–site stations and digital platforms, with exclusive items benefiting the cause.
- Attendees are encouraged to continue supporting mental health initiatives through donations and online engagement and emphasize the importance of community support.

Takeaways:

- Legacy– Successfully showcased Kate Spade’s lasting impact on fashion and the culture of optimism and joy.
 - Highlighted the importance of mental health and Kate’s commitment to supporting those in need.
- Immersive Brand Experience– Engaged attendees through interactive and sensory experiences that deepened their connection to the Kate Spade brand.
- Community Engagement– Strengthened brand loyalty while supporting a meaningful cause, creating lasting memories for guests.

Closing Tribute & Call to Action



Thank You

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