



coursework:

VISUAL COMMUNICATION

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kate spade
NEW YORK

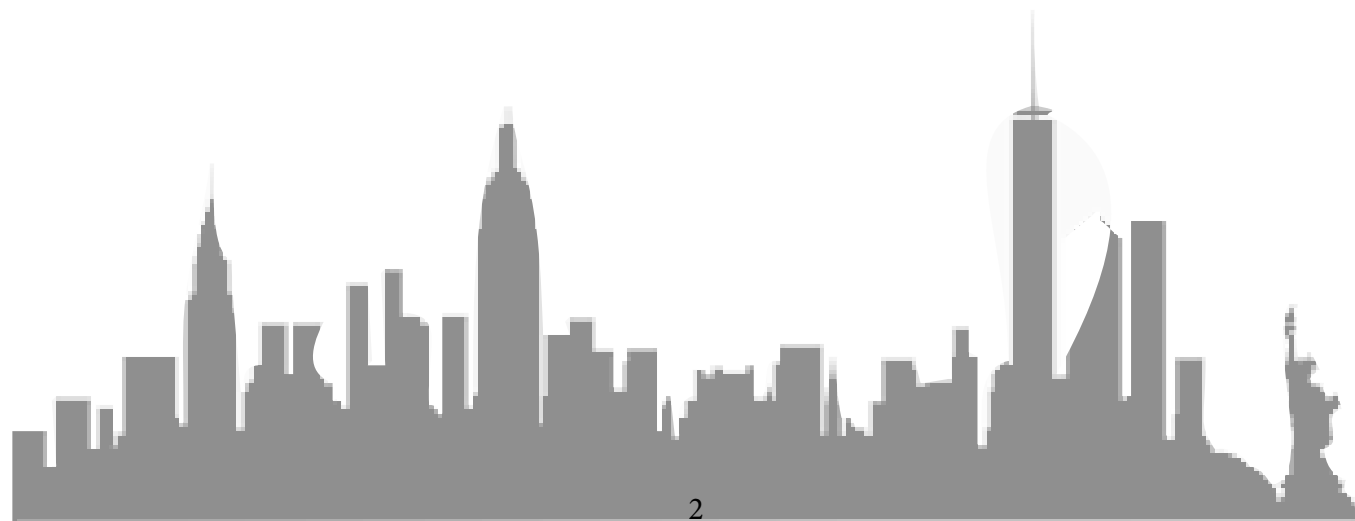


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**SPRING
SUMMER
2025**

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the kate spade

CORPORATE PROFILE

Kate Spade New York is a globally renowned lifestyle brand celebrated for its playful sophistication and timeless design. Founded in 1993 by Kate and Andy Spade, the brand began with a mission to create handbags that were stylish, practical, and accessible, bridging the gap between high-end luxury and everyday functionality. Over the years, it has expanded into clothing, jewelry, shoes, and home goods, becoming a symbol of joy, creativity, and individuality.

Rooted in optimism and effortless elegance, Kate Spade New York continues to inspire a global audience, honoring the legacy of its visionary founder who forever transformed modern fashion.



kate spade news

LIFESTYLE FASHION BEAUTY NEWS

THE HISTORY OF THE BRAND

1993

Kate Spade New York was founded in 1993 by Kate Spade and her husband, Andy SWWpade. The brand debuted with six hand-bag designs that were sleek, colorful, and functional, offering an alternative to the heavily lo-goed designer bags of the time.

1996

By 1996, the company opened its first store in New York City, solidifying its presence as a must-have brand for young professionals.

1999

In 1999, Neiman Marcus purchased a 56% stake in Kate Spade New York, acquiring the remaining shares by 2006. That same year, Kate and Andy Spade stepped away from the brand after selling it.



2006

In 2006, Neiman Marcus sold Kate Spade New York to Liz Claiborne Inc. (later renamed Fifth & Pacific Companies), marking another chapter of growth. By 2012, Kate Spade Saturday, a younger and more affordable line, was launched but eventually closed in 2015 to focus on the core brand.

2000`s

The brand's popularity skyrocketed, leading to its expansion into clothing, shoes, jewelry, eyewear, and home goods by the early 2000s.

2017

The brand was acquired by Coach Inc. (Tapestry Inc.) for \$2.4 billion. Coach's acquisition aimed to rejuvenate the Kate Spade brand and reach a broader, younger audience, continuing its legacy of accessible luxury with a modern, trendy appeal. Under Coach's umbrella, the brand further expanded its global presence.

WHAT IS kate spade



mission

To inspire colorful living by celebrating the individuality, creativity, and optimism of women everywhere through joyful and timeless designs.

vision

To be a global leader in fashion and lifestyle, empowering women to express themselves authentically and live with confidence and style.

♠
In the news,
on the
go.



kate spade
NEW YORK



the sam bag

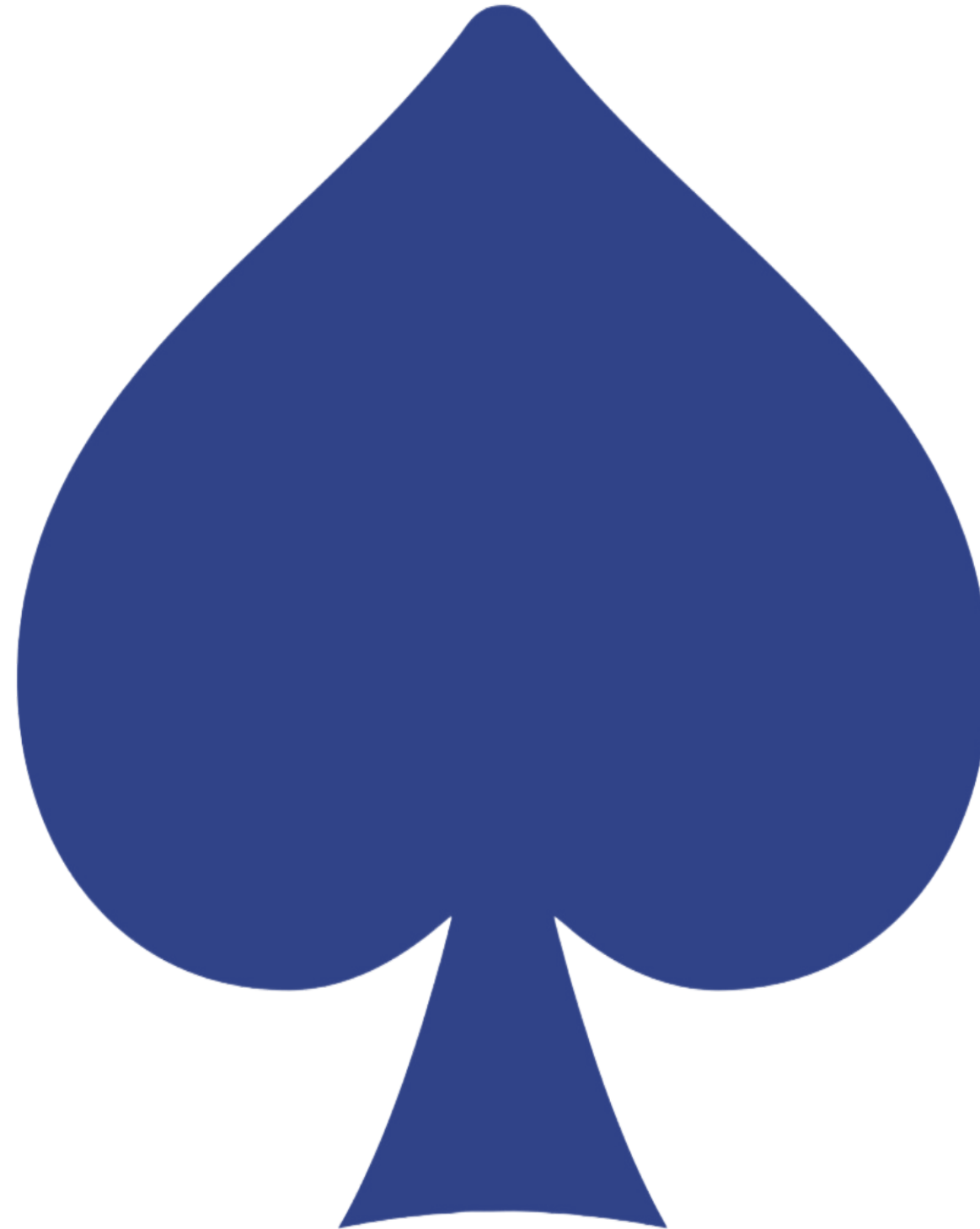


The Kate Spade Sam bag appealed to millennial women, particularly those in their late 20s to early 40s. These women were looking for stylish yet practical handbags that could transition from work to weekend, and the Sam bag provided just that. Its modern, structured design and high-quality leather make it suitable for professional environments and casual outings, appealing to women seeking versatility without sacrificing style. The bag's sleek, minimalist aesthetic helped reinforce Kate Spade's image as a brand that combined sophistication with a playful, approachable vibe. As more women embraced the Sam bag, the brand rose as a go-to label for accessible luxury. The Sam bag's success played a key role in broadening Kate Spade's customer base and solidifying its status as a major player in the fashion industry, especially during the mid-2010s when the brand expanded its global reach. It helped establish Kate Spade as a symbol of chic, everyday elegance, popularizing the brand with younger consumers and professionals.

Market position

Kate Spade fits into the affordable luxury category as it offers high-quality products with a touch unique to the brand. This allows the brand to appeal to a broader consumer base that seeks luxury sophistication without the hefty price tags. Unlike traditional luxury brands that typically opt for classic and minimalist designs, Kate Spade is known for its whimsical and colorful designs, combining elements of elegance and fun. It is making their products different while still palatable to the modern-day consumer.

Kate Spade's market differentiation lies in its ability to blend whimsy and sophistication, offering high-quality products with vibrant, playful designs that stand out from the traditional minimalism of luxury brands. By positioning itself in the affordable luxury category, Kate Spade appeals to a broader audience seeking accessible luxury with a distinctive, fun twist. This unique combination of elegance, color, and charm sets the brand apart, making it both aspirational and approachable for modern consumers.



competitors

Currently, Kate Spade has a strong presence in North America. The brand has made a mark on the international market by emphasizing its New York heritage. Marc Jacobs, Ted Baker, Moschino, and Coach are leading brands that serve as direct competitors to Kate Spade, each offering unique yet similarly playful and stylish approaches to fashion. Marc Jacobs, known for its edgy, bold designs, merges high fashion with streetwear elements, appealing to a younger, trend-focused audience. Ted Baker brings British sophistication with a twist, blending quirky patterns and refined tailoring. Moschino stands out with its eclectic, pop culture-inspired designs, embracing vibrant colors and statement graphics that make a playful luxury statement. Coach offers a blend of American heritage style with modern updates, primarily known for its leather goods and contemporary reinterpretations of classic designs. These brands create diverse, lively alternatives for consumers seeking stylish yet approachable luxury.



the current **situation**

As Kate Spade grows globally, it faces challenges maintaining its distinctive, playful identity while staying competitive in the saturated market of affordable luxury handbags. The brand also needs help to keep the same level of personal connection that Kate Spade herself embodied in her designs. Additionally, today's consumers, especially younger demographics, expect more transparency about the production processes, and the brand needs to continue innovating with its use of high-quality materials to justify its pricing.



communication **background**

The brand's marketing strategy has historically been rooted in a strong visual identity and a sense of joy that resonates with its target audience. It has used a mix of traditional advertising channels, from print ads to direct mail, to showcase its products. Throughout the 2000s and early 2010s, Kate Spade used fashion magazines like Vogue and Elle to showcase celebrity collaborations alongside their accessories, aiming to strengthen its connection with its audience.



target

The brand's main demographic primarily comprises fashion-conscious women aged 25 to 45. Kate Spade targets middle to upper-middle-class women willing to spend on reasonably priced luxury items.



**sustainability
communication**

Kate Spade New York demonstrates its commitment to sustainability through several tangible initiatives. The brand has introduced recyclable or reusable shopping bags, boxes, and garment bags, reducing environmental impact by promoting responsible packaging practices.

**retail and digital
expansion**

In terms of retail and digital expansion, Kate Spade has embraced innovative strategies to enhance customer engagement. The brand has entered the metaverse by inviting customers into a virtual townhouse tied to its Autumn 2022 campaign, offering an immersive digital shopping experience. Additionally, Kate Spade has strengthened its mobile strategy with shoppable ad campaigns, allowing customers to purchase products directly through mobile advertisements, thereby integrating digital convenience with retail accessibility.



**Tapestry
reported total
revenues of
\$6.67 billion,
with Kate
Spade con-
tributing ap-
proximately
\$1.4 billion in
net sales.**

Statista (August, 2023)

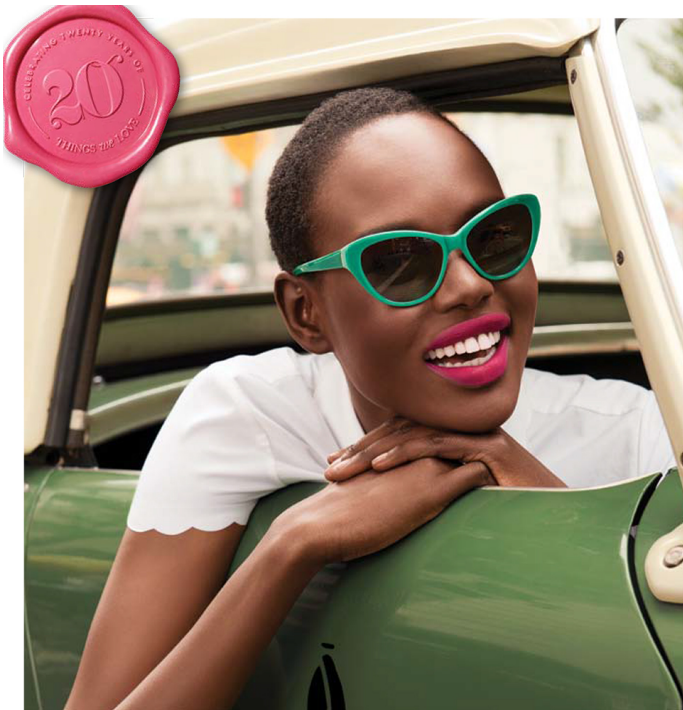


media presence

Kate Spade has partnered with several high-profile celebrities over the years. In 2016, Anna Kendrick was in a campaign featuring her in a playful, upbeat setting that aligned with the brand's identity. Additionally, in 2017, Kirsten Bell became the face of the brand in an attempt to solidify Kate Spade's connection to playful, affordable luxury. In recent years, Kate Spade has adapted its communication strategy to cater to the social media-savvy demographic. The brand has embraced digital marketing, collaborating with influencers, leveraging social media platforms like TikTok and Instagram, and using targeted ads to reach its audience. Furthermore, the company has been focusing on customer-centric content. As seen on Kate Spade's TikTok account, they address specific customer queries with real-time quick responses to meet customer demand.

communication flaws

Kate Spade's marketing efforts are in a transitional phase, experimenting with unconventional collaborations, celebrity endorsements, and frequent sales. While innovation is crucial, many strategies attempt to stay relevant rather than set trends. While attention-grabbing, collaboration like the Heinz collection feels out of sync with the brand's core demographic and identity, which was once synonymous with timeless elegance and playful sophistication. These partnerships risk diluting the brand's established image by leaning into gimmickry instead of meaningful innovation. On the other hand, their celebrity endorsements stand out as a strong point, as they've chosen personalities that align well with their ethos, maintaining a sense of refinement and charm. However, while appealing to deal-seekers, the constant sales promotions risk devaluing the brand and undermining its premium positioning. In conclusion, while Kate Spade's Instagram and marketing campaigns maintain a polished and whimsical appearance, there's a sense that the brand is grappling to find its footing in a rapidly evolving fashion landscape.



She found life behind the lens endlessly amusing.
SPRING 2013


kate spade
NEW YORK
KATESPADE.COM LIVE COLORFULLY



her beau looked even more attractive holding a bouquet of flowers.
introducing
THE 2 PARK AVENUE BEAU BAG
FALL 2013


kate spade
NEW YORK
KATESPADE.COM LIVE COLORFULLY




kate spade
NEW YORK

18



katespade.co.uk
covent garden 1-4 langley court, w2 1 1 shear square 2 symons street, w5
westfield london ariel way, w12


kate spade
NEW YORK

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strategic recommendations

Refocus on Core Brand Identity

Prioritize campaigns and collections that reflect “timeless elegance and playful sophistication,” avoiding collaborations or strategies that feel out of sync with the brand’s DNA.

Be Selective with Collaborations

Partner with like-minded brands, artists, or organizations that reinforce Kate Spade’s aesthetic and values, ensuring collaborations add depth and resonate with the target demographic.

Optimize Sales Strategy

in order to Protect Premium Positioning Reduce frequent sales promotions to maintain the brand’s exclusivity and luxury appeal. Introduce loyalty programs or limited-time offers to create value without devaluing the brand.

Enhance Celebrity Endorsements

Continue leveraging ambassadors who align authentically with the brand’s charm, elegance, and sophistication. Prioritize long-term partnerships to build consistency and trust with the audience.

Strengthen Digital Storytelling

Use digital platforms to highlight the brand’s craftsmanship and heritage. Create engaging, authentic content, such as behind-the-scenes features, interactive campaigns, and stories that foster deeper emotional connections with customers.

the message COMMUNICATION TASK

Kate Spade is launching “Be Your Own Doll” - a personalization campaign that reimagines customers as paper dolls, free to express themselves through customizable accessories. This playful concept debuts with immersive pop-up events at flagship stores, where customers can transform their bags like paper dolls changing outfits. Those with existing Kate Spade bags receive special “dress-up” rates for personalizing their pieces, breathing new life into cherished items. The customization service, inspired by the classic joy of paper doll accessories, offers options including hand-painted designs, embossed initials, interchangeable straps (like paper doll outfits), and decorative charms that snap on and off. Each element maintains Kate Spade’s signature whimsy while allowing customers to style their bags like they once dressed their dolls. Store associates become “style companions,” guiding customers through a playful process of selecting designs

D
O
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L

that express their personality. For its most devoted customers, Kate Spade introduces “The Dollmaker’s Collection” - an exclusive bespoke service where individuals collaborate with designers to create their dream bags. Like crafting the perfect doll, customers can weave their personal stories, careers, and passions into truly unique pieces that celebrate their individuality. This paper doll-inspired campaign transforms Kate Spade bags from accessories into personal expressions of style - each customization option becoming a new “outfit” for their beloved bag. The initiative reinforces Kate Spade’s identity as a brand that delivers joyful, accessible luxury while celebrating the childlike creativity that lives in every customer, inviting them to play, express, and transform their style just like the paper dolls that inspired the campaign.



*Introducing
“Be your own doll”*



Tagline
“Style your story, doll”



tagline

Tagline: “ Style your story, doll”

This tagline captures the transformative spirit of personalization. It speaks directly to our customers as confident storytellers of their own style, playing on the paper doll concept while maintaining sophistication. The playful use of “doll” creates an intimate connection, resonating particularly with younger consumers who seek both individuality and nostalgic authenticity in their luxury purchases.

Self-expression and Brand Connection:

The word “story” implies an ongoing relationship with the brand, suggesting that each customization is a new chapter in the customer’s style journey. Like a cherished paper doll collection, each bag becomes more meaningful over time.

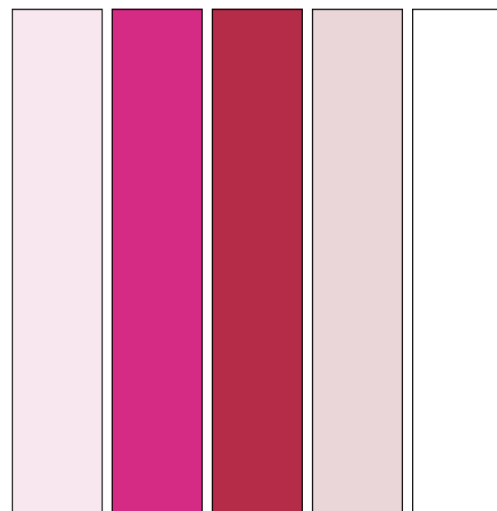
Body text:

“Transform your Kate Spade bag into your personal style story. Add signature charms, bespoke leather details, and more to create your perfect companion piece. Style your story, doll.”

“Your bag, your rules. Let’s write your style story together with Kate Spade personalization.”

Campaign: “the doll house” Personalization Event:

Objective: This flagship store event reimagines the retail space as a sophisticated doll house where customers can bring their Kate Spade bags to life through personalization. The campaign strengthens emotional connections by letting customers play designer with their beloved bags, creating unique pieces that tell their personal style story. This interactive experience enhances the perceived value of each bag while building lasting brand loyalty through shared creativity.



Concept:

Kate Spade invites customers to step into their own style story through our paper doll-inspired customization experience. The campaign celebrates the transformative power of personal expression, emphasizing how each bag becomes a chapter in our customer's unique narrative. Like a beloved paper doll collection, each customization adds character and lasting value to their Kate Spade pieces, highlighting our commitment to playful sophistication and timeless style. The common theme revolves around transformation and storytelling, where every customization option becomes a new "outfit" in our customer's style wardrobe..

Color Palette:

Drawing from both Kate Spade's heritage and the paper doll concept, our palette tells its own story: These colors maintain Kate Spade's signature vibrancy while adding a sophisticated twist that speaks to both the paper doll inspiration and the brand's luxury positioning. The palette ensures instant brand recognition while supporting the storytelling aspect of our personalization campaign.

#f8e7ef, #d62b84, #b52c48, #ead6d8, #ffffff

Our target audience is the modern "doll" Gen Z and younger Millennial women aged 18-35 who view their style as an ever-evolving story. Like the paper dolls that inspired this campaign, these women love transforming their look from workspace to social space, seeking accessories that adapt to their multi-faceted lives. They are digital natives who appreciate both playful nostalgia and contemporary luxury. These style storytellers are entering professional life or building early careers, bringing fresh energy to traditional workplaces. They resonate deeply with our paper doll concept because it speaks to their desire for self-expression through high-quality, sustainable pieces they can personalize. Each customization option becomes a new "outfit" in their style

target market

story, appealing to their creative spirit and desire for unique expression. While our narrative begins in New York City's urban landscape, our paper doll concept transcends borders, speaking to metropolitan trendsetters worldwide. This demographic seeks brands that mirror their values: sustainability, self-expression, and quality craftsmanship. By inviting them to become both the doll and the designer, Kate Spade creates an emotional connection that transforms customers into long-term brand storytellers in the accessible luxury space.

campaign goals

Create immersive “dollhouse”

environments in flagship stores globally, targeting 40% increase in store visits. Design interactive customization stations encouraging exploration, with 15-minute average engagement time per customer.

Transform retail spaces

where customers can explore and create their personal style narratives.

Revenue & Engagement

Achieve 25% adoption of customization services in first quarter through tiered personalization offerings. Generate 30% of total bag revenue from personalized pieces, with 15% from existing bag modifications.

Drive customer retention through exclusive customization options and limited-edition collaborations.

Community Building

Establish “Doll’s House” loyalty program targeting 50,000 members in year one. Create exclusive events and early access opportunities, aiming for 70% retention rate. Build a community of brand ambassadors who share their personalization stories and inspire others to join the customization journey.



Digital Strategy

Launch #StyleYourStoryDoll campaign targeting 1M social media impressions in first month. Achieve 35% engagement on customization content across platforms. Focus on transformation reveals and styling sessions that showcase the versatility of personalized pieces.

Brand Experience

Transform every store into a sophisticated dollhouse where customers can explore their creativity. Train staff as “style storytellers” who guide customers through the personalization journey. Create an emotional connection between customers and their personalized pieces through meaningful customization experiences.

Market Growth

Expand the paper doll concept globally while maintaining local relevance. Develop market-specific customization options that respect cultural nuances while staying true to the brand’s playful sophistication. Position Kate Spade as the leader in accessible luxury personalization.

2



4

1



3



Base models

where to **look for inspiration**

Desired style and overall look:

The objective is to emphasize playfulness and elegance with a touch of artistic individuality. The designs can draw from Kate Spade's previous works. As well as using the brand's heritage of vibrant colors and patterns.

Style and look:

High-quality materials like genuine leather showcase Kate Spade's craftsmanship while echoing the transformative nature of paper dolls. Just as paper dolls feature clean lines and distinct silhouettes, Kate Spade's bags employ structured shapes and thoughtful detailing that allow them to transform from casual to elegant – much like changing a paper doll's outfit for different occasions..

Design starting point:

The iconic “sam bag” serves as the perfect canvas for this paper doll-inspired concept, its simple yet timeless shape acting as the base “doll” ready for personalization. Taking cues from the playful nature of paper dolls and their various outfit choices, Kate Spade can expand into whimsical novelty shapes that, like paper doll accessories, allow customers to express different facets of their personality through their bag choice.

Feelings and metaphors:

Kate Spade aims to strengthen its position as an approachable luxury brand with the message “luxury that feels like you.” Drawing in inspiration from the playful versatility of paper dolls, the brand will emphasize how each bag can be an extension of one’s personality – just as paper dolls can transform into different characters through costume changes. Through a new personalization service, customers can customize their bags with monograms, unique colors, and details made from repurposed leather, making each piece uniquely their own. Like paper dolls that invite creativity and self-expression, these customizable bags transform from mere accessories into personal statement pieces that reflect individual style and identity.



what **not to do**

In reimagining Kate Spade's personalization campaign through a paper doll lens, we face a delicate balance between playful innovation and luxury positioning. These "don'ts" serve as crucial guardrails to prevent the campaign from veering into territory that could compromise the brand's sophisticated identity or dilute its message.

We aim to protect the campaign from common pitfalls: infantilization of the paper doll concept, over-democratization of luxury services, and dilution of brand heritage. These guide-

lines ensure that while we embrace the transformative spirit of paper dolls, we maintain Kate Spade's position as an approachable luxury brand.

Each "don't" has been carefully selected to address potential risks specific to this unique concept. They work together to prevent the campaign from becoming either too juvenile or too serious, helping maintain that sweet spot where playful sophistication meets luxury craftsmanship - the space where Kate Spade thrives.

Don't Over-Infantilize the Concept

Avoid childish imagery or language that diminishes luxury positioning. Skip illustrations or packaging that suggest a toy line. Because the paper doll reference should evoke sophistication, not childhood nostalgia.

Prevent Design Overwhelm

Limit customization options to maintain quality and brand integrity. Focus on modifications that enhance rather than alter core bag structure. Because like a well-curated paper doll collection, each option should feel intentional.

Maintain Brand Identity

Stay true to Kate Spade's signature color palette and silhouettes. Avoid trend-driven collaborations that dilute brand essence. Because the paper doll concept should enhance our heritage, not replace it.

Keep Clear Messaging

Maintain singular campaign theme throughout all touchpoints. Ensure paper doll narrative remains consistent across platforms. Because, a focused story creates stronger emotional connections.

Preserve Luxury Positioning

Create tiered customization offerings that maintain aspirational value. Develop exclusive personalization services for higher-end collections. Because like collector's edition paper dolls, exclusivity drives desire.

Protect the Experience

Invest time in personalized customer service. Make each customization feel ceremonial rather than transactional. Because creating your perfect piece should feel special and considered.

Ensure Longevity

Use only durable, high-quality customization methods. Design personalization options that remain relevant over time. Because each customized piece should become a lasting part of the customer's story.

Align Marketing Strategy

Partner only with voices that embody playful sophistication. Keep campaigns elegant while maintaining approachability. Because every touchpoint should reinforce our elevated paper doll narrative.

be your own doll

BEFORE SHOOT

The “Be Your Own Doll” campaign by Kate Spade redefines individuality through the art of personalization, inviting customers to rediscover the joy of self-expression. Rooted in the nostalgic charm of paper dolls, this editorial showcases how customization transforms a bag into an extension of one’s personality—a cherished piece that grows more meaningful with each personal touch.

This campaign emphasizes the idea that a Kate Spade bag is more than an accessory; it’s a canvas for storytelling, each bag becomes a reflection of its owner’s unique identity. Whether it’s the career woman seeking an elegant companion for the office, the creative spirit longing for playful details, or the modern multitasker balancing life’s demands, there’s a Kate Spade bag for everyone.

“Be Your Own Doll” by Kate Spade celebrates a universal childhood memory that transcends social boundaries - the transformative power of dolls. Whether crafted from precious porcelain in Victorian nurseries, cut from forgotten magazines in quiet corners, or cherished plastic companions passed down through generations, dolls have always been vessels for dreams and storytelling. They were more than toys; they were confidantes, carrying whispered hopes and imagined adventures, teaching us that creativity knows no bounds.

Set within a whimsical dollhouse-inspired world, this campaign recognizes how women from all walks of life use fashion as a portal to endless possibilities. In corner offices and creative studios alike, imaginations soar as bags transform from powerful boardroom companions to playful weekend accessories with just a few personal touches. Each customization represents a new chapter, a different adventure, a fresh expression of self.

Today, Kate Spade invites women to recapture that same limitless creativity through personalization. Each bag becomes a sophisticated paper doll, waiting to be dressed in personal stories and adorned with dreams. Whether it’s the career woman seeking an elegant companion for the office, the creative spirit longing for playful details, or the modern multitasker balancing life’s demands, these pieces transform to match their owner’s journey. Through tactile textures, swappable straps, and meaningful charms, every bag becomes a canvas for storytelling, reflecting its owner’s unique identity while celebrating the timeless joy of self-expression.

This celebration of individuality extends beyond mere customization. The campaign creates an immersive experience where every Kate Spade store becomes a sophisticated dollhouse, inviting customers to explore, play, and create. Through carefully curated personalization options, from hand-painted monograms to artisanal leather details, each bag becomes a treasured piece that grows more meaningful with time. Like the beloved paper dolls of our past, these bags carry stories, dreams, and the limitless potential of self-expression, making luxury both personal and playful.

stylism

Andrew Mukamal,

renowned for his iconic work on Margot Robbie's Barbie campaign, is the ideal choice for this project. Andrew's expertise in creating visually captivating looks that feel both elevated and approachable will bring the dollhouse-inspired narrative to life. His styling will emphasize the transformative and customizable elements of the Kate Spade bags, showcasing how each accessory can be tailored to reflect its owner's unique story. Playing on the paper doll concept, Andrew will incorporate wardrobe pieces that evoke a sense of personalization, from structured dresses to whimsical patterns and bold, statement accessories.



Andrew MUKAMAL

Model CASTING

Bridget MENDLER

32 Years Old

United States of America

Singer, Actress, Songwriter, Lawyer, Phd candidate at MIT, and CEO and Co-Founder of Northwood Space

Bridget Mendler represents a remarkable intersection of entertainment, academia, and innovation, exemplifying the dynamic potential of her generation. Rising to prominence through Disney Channel's "Good Luck Charlie" and "Lemonade Mouth," she established herself as a beloved figure among Millennials and Gen Z. Her artistic journey expanded into music with the release of "Hello My Name Is...," featuring the gold-certified hit "Ready or Not," demonstrating her versatility as both performer and songwriter. Beyond her entertainment success, Mendler has carved an impressive academic path. After completing her Anthropology degree at USC, she pursued a Master's in Law at Harvard University, showcasing her intellectual depth. Currently advancing her academic career as a PhD candidate at MIT, she focuses on revolutionizing online communication systems. Her entrepreneurial spirit led to the creation of Northwood Space, a company dedicated to building ground stations for satellite communications, where she serves as CEO. This unique combination of artistic achievement, academic excellence, and technological innovation positions Mendler as an inspiring figure who challenges traditional career boundaries. Her journey demonstrates how one can successfully navigate multiple passions, from entertainment to entrepreneurship, while maintaining a commitment to intellectual growth and technological advancement. Through her various endeavors, she continues to influence and inspire a generation of young professionals seeking to make meaningful impacts across diverse fields.

**REDEFINING COOL: WHERE
GEN-Z MEETS
TIMELESS STYLE**

GEN-Z

**KATE SPADE AND KATS-
EYE WORLD**

JEUNG YOONCHAE



DANIELA AVANZIN



SOPHIA LA FORTEZA



LARA RAJAGOPALAN



MEGAN SKIENDIEL



MANON BANNERMAN

Katseye WORLD

HYPE Entertainment Group
Geffen Records
United States of America
International K-pop group

Katseye, a rising K-pop girl group formed through The Debut: Dream Academy in collaboration with HYBE and Geffen Records, is a six-member ensemble representing diverse nationalities and cultures. Known for their dynamic energy, trendsetting style, and global appeal, Katseye has captivated a dedicated fanbase across Asia, Europe, and the Americas. Their innovative approach to music, fashion, and social engagement makes them a perfect choice for Kate Spade's new campaign, Be Your Own Doll. This campaign celebrates individuality, self-expression, and creativity—values that resonate strongly with Katseye's ethos and their fans. By aligning with Katseye, Kate Spade connects with Gen Z and Millennial audiences who admire authenticity and personal style, key attributes of both the group and the brand. Katseye's influence as cultural icons positions them to attract a younger Asian demographic, a growing market with significant purchasing power, while reinforcing Kate Spade's global image as a contemporary and inclusive fashion house. For Katseye, this partnership provides unparalleled exposure to Western luxury markets, cementing their status as international trendsetters. Collaborating with an iconic brand like Kate Spade enhances their image as multifaceted artists, while also expanding their influence beyond music. This synergy between Katseye and Kate Spade creates a unique opportunity for both to redefine global fashion and entertainment landscapes.

makeup & hair

For the Be Your Own Doll editorial shoot, the hair styling will reflect the campaign's playful yet polished aesthetic. Models will feature impeccably styled, doll-like hair that exudes sophistication and creativity. Sleek, slicked-back looks will serve as the foundation, enhanced with dramatic swoops, sculpted edges, and intricate details to add visual intrigue. These structured hairstyles complement the larger-than-life sets and bold fashion, creating a cohesive and striking visual narrative. The clean, glossy finish of each style ensures a modern, refined appearance, while the artistic elements evoke a sense of whimsy and individuality. This approach to hair design highlights both the elegance and the imaginative spirit of the campaign.

Pat McGrath, known for creating luminous, doll-like skin, Pat's ability to balance playfulness with high fashion will elevate the campaign's aesthetic. Her signature "skin perfection" approach will enhance the paper doll-inspired narrative, bringing a radiant, polished finish to the models while emphasizing the campaign's vibrant, nostalgic tones.

For hair, the vision is sophistication and playfulness. Soft waves, polished ponytails, and neatly styled buns will mirror the timeless yet versatile nature of Kate Spade's aesthetic.





Photography

Charlotte Wales,
renowned for her ability to create clean, sophisticated imagery with a playful edge. Charlotte's expertise in making luxury feel approachable and her creative approach to shooting accessories will perfectly capture the transformative essence of the Kate Spade bags.

preparation stage

TALENT BOOKING & COORDINATION

(Timeline: 3 months before shoot)

Initiate casting calls for principal talent
Book hair and makeup artists with luxury fashion experience
Secure a styling team familiar with Kate Spade's brand aesthetic
Create detailed shooting schedule accommodating all talent availability
Schedule rehearsal days for movement and positioning

CATERING SERVICE

(Timeline: 6 weeks before shoot)

Partner with a local high-end catering service experienced in production
Plan menu accommodating various dietary restrictions
(Ensure proper permits for food service in outdoor location)

WARDROBE FITTINGS

(Timeline: 2-3 weeks before shoot)

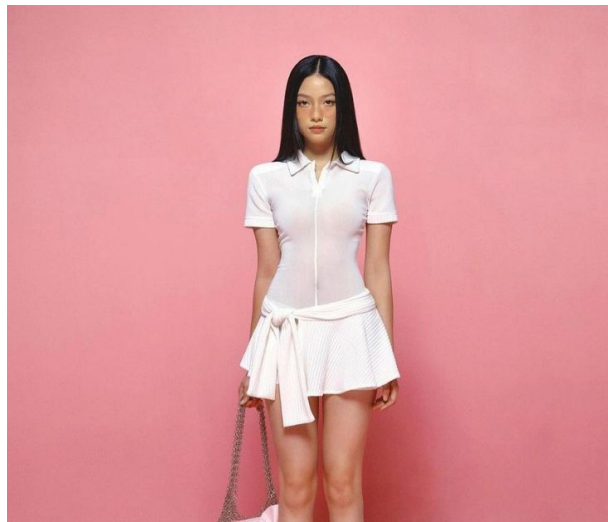
Schedule initial fittings with all talent
Plan for 2-3 rounds of alterations
Create detailed wardrobe charts matching looks to shooting schedule
Organize backup sizes and alternatives
Document all fittings with photos for reference
Coordinate with Kate Spade's design team for any necessary adjustments
Set Design Development (Timeline: 3-4 months before shoot)

SET DESIGN:

Create mood boards for client approval
Design modular set pieces that work with location architecture
Source period-appropriate props and furniture
Plan for weather contingencies with tent and covering options
Develop lighting plan accommodating natural light patterns
Create detailed renderings for client sign-off
Build scale models of key set pieces
Schedule installation and strike dates with location management

ADDITIONAL CONSIDERATIONS:

Secure necessary city permits for street closure and filming
Arrange for security team during setup and shooting
Coordinate with local businesses regarding shoot impact
Develop backup indoor location plan
Schedule technical scouts with key department heads
Create detailed equipment lists and delivery schedules



locations

The editorial sets for Kate Spade's Be Your Own Doll campaign are carefully designed to capture the balance between creativity and sophistication, aligning with the brand's core values of individuality and playfulness. The Gen Z-inspired set features oversized props and larger-than-life elements that bring the concept of paper dolls to life. Dollhouses, colorful furniture, and giant accessories like books and flowers fill the space, creating a surreal, imaginative atmosphere. The bold colors—bright pastels mixed with neon tones—add to the playful, energetic vibe, encouraging freedom and self-expression. The exaggerated proportions invite exploration and bring a sense of fantasy to the shoot, reflecting a youthful and dynamic spirit. In contrast, the sophisticated set is minimalist, with a focus on clean lines and neutral tones. The space is simple and elegant, allowing Kate Spade's products to take center stage. While the overall mood is understated, subtle playful touches remain, such as a pop of color or unexpected accent. This set exudes quiet luxury, offering a space where elegance and refinement are at the forefront. These two distinct sets complement each other, balancing creative energy with classic sophistication, and celebrating the diverse ways women can express themselves through fashion.



time schedule

PRE-PRODUCTION WEEK

DAY 1:

9:00 AM - Final Technical Scout with all department heads
2:00 PM - Production meeting with client
4:00 PM - Final wardrobe review

DAY 2:

8:00 AM - Begin set construction
1:00 PM - Lighting team setup begins
3:00 PM - Final talent fittings
5:00 PM - Equipment delivery and check

DAY 3:

8:00 AM - Continue set construction
10:00 AM - Props delivery and setup
2:00 PM - Lighting adjustments and testing
4:00 PM - Safety inspection
5:00 PM - Camera tests

DAY 4:

7:00 AM - Complete set construction
9:00 AM - Final prop styling
11:00 AM - Light metering and final adjustments
2:00 PM - Camera blocking
4:00 PM - Final client walkthrough
6:00 PM - Production team final briefing

SHOOTING DAYS

DAY 1:

5:00 AM - Security and crew call
5:30 AM - Catering setup
6:00 AM - Hair and makeup team arrival
6:30 AM - Talent arrival begins
7:00 AM - Breakfast service
8:00 AM - First shot ready
1:00 PM - Lunch break
2:00 PM - Resume shooting
7:00 PM - Wrap Day 1

DAY 2:

5:00 AM - Security and crew call
5:30 AM - Catering setup
6:00 AM - Hair and makeup team arrival
6:30 AM - Talent arrival begins
7:00 AM - Breakfast service
8:00 AM - First shot ready
1:00 PM - Lunch break
2:00 PM - Resume shooting
7:00 PM - Day 2 wrap
8:00 PM - Begin strike

DAY 3:

8:00 AM - Continue strike
12:00 PM - Equipment pickup
3:00 PM - Location final cleanup
5:00 PM - Final walkthrough with location manager



art & model direction

Julia Wagner, a visionary art director celebrated for her ability to fuse classic elegance with contemporary allure, is the perfect choice for this Kate Spade campaign. Her impressive portfolio includes directing campaigns for renowned brands like Balenciaga, Stella McCartney, Tory Burch, and Anthropologie. Julia's work is characterized by vibrant, narrative-driven visuals that seamlessly blend sophistication with playfulness—perfectly aligning with Kate Spade's ethos. Her collaborations with Balenciaga and Stella McCartney highlight her versatility in crafting bold, fashion-forward imagery, while her work with Tory Burch and Anthropologie showcases her talent for evoking warmth and charm. Julia's keen eye for detail and storytelling ensure this campaign will reflect the cheerful yet refined aesthetic of Kate Spade.

In this campaign, the models will be directed to embody the charm and elegance of dolls brought to life. Each model will represent a doll performing an ordinary job, such as a florist, barista, or librarian, but with an extraordinary, whimsical twist that reflects their individuality and unique flair. Their movements will be stylized and deliberate, capturing the poised, almost storybook-like quality of dolls, while their expressions will convey warmth, ambition, and character, reminding viewers that extraordinary people are behind every role. The set design will enhance this narrative with playful, larger-than-life props, vibrant colors, and intricate details that evoke a dollhouse world. The models will interact with their environments in unexpected ways, emphasizing the blend of ordinary and extraordinary in their personas, all while staying true to the campaign's joyful, inspiring spirit.



page layout

PROCEESSING:

The post-production phase for this campaign is guided by the creative vision of Julia Wegner, ensuring that each image reflects the playful sophistication of the dollhouse-inspired theme. The processing will focus on:

Color Grading: Vibrant yet polished tones, with a nostalgic matte finish to complement the whimsical concept. Key colors like pastel pinks, greens, and yellows will echo the paper doll theme, while maintaining accuracy in product hues. **Texture Enhancement:** Add subtle grain and soft blurs to evoke a sense of nostalgia, referencing analog photography and the tactile nature of paper dolls. **Lighting Adjustments:** Refine brightness and shadows to enhance the visual depth of the dollhouse setting while ensuring all customizable elements of the bags stand out

RETOUCHING:

Julia Wegner's retouching expertise will ensure the images are clean, cohesive, and visually captivating. Key retouching aspects include:

Skin Retouching: Achieve luminous, doll-like skin without losing natural texture, enhancing the models' radiance to align with Pat McGrath's makeup artistry. **Product Detailing:** Ensure the customization options on the bags—such as embossed initials, hand-painted designs, and charms—are crisp, vibrant, and tactile.

Background Cleanup: Eliminate any distractions in the set to emphasize the clean, dollhouse-inspired aesthetic.

Consistency: Maintain a cohesive style across all visuals, ensuring the campaign feels polished and unified.

The page layout of this campaign will play a pivotal role in visually narrating the story of "Be Your Own Doll." It will be a collaborative effort between the page designer, editor, photographer, and designer, ensuring a cohesive and creative approach to the paper doll-inspired concept.

Sequencing and Story Flow:

The layout will begin with a bold cover featuring the customizable "sam bag" and the tagline, "Style your story, doll." The index will feature playful icons inspired by paper dolls (e.g., scissors, cutouts) to guide readers through sections like customization options and lifestyle spreads. Inner pages will alternate between close-up shots of customization details and wide lifestyle spreads to balance detail and narrative.

Visual Structure:

The design will mirror the clean, structured aesthetics of paper doll cutouts, with clear grids and creative whitespace to evoke nostalgia. Frames and overlays will reference the act of "dressing up" dolls, showcasing customizable bag elements in a playful yet elegant way.

Collaboration:

Andrew Mukamal's styling choices will shape the wardrobe and props, ensuring the visual storytelling aligns with the campaign's whimsical sophistication. Charlotte Wales' photography will dictate how images are sequenced, emphasizing interaction with the bags and capturing the playful energy of the models. The designer and editor will integrate insights from Julia Wegner's retouched visuals, highlighting product details and maintaining a cohesive color palette inspired by the campaign's theme.

CATALOG

Overview

The Be Your Own Doll catalog takes inspiration from the whimsical charm of dollhouses and the creativity of paper dolls. The design invites readers to embrace their individuality and imagination, echoing the playful spirit of Kate Spade. Each page is crafted to empower the audience to reimagine their style and express themselves through a fresh and imaginative lens. By blending nostalgia with modern sensibilities, the catalog creates a unique space where timeless femininity meets bold, contemporary self-expression.

Layout

The catalog is designed in an 8.5 x 8.5 square format, offering a balanced and visually appealing canvas. Most pages feature full-size photos and designs without white borders, with text and quotes thoughtfully layered atop the imagery. For sections without visuals, crisp white backgrounds ensure clean and elegant storytelling. Gen Z-focused pages are vibrant and playful, capturing youthful energy, while maintaining the classic elements that resonate with Kate Spade's loyal customers. This thoughtful combination keeps the catalog fresh yet true to the brand's signature aesthetic.

Typography

Typography will follow Kate Spade's brand font to ensure cohesion with the brand identity. To enhance the playful nature of the catalog, we've incorporated a secondary font, (insert font name here), adding a dynamic and modern twist to the design. This combination bridges the gap between timeless sophistication and youthful creativity, appealing to a wide range of audiences.

Materials

The catalog will be printed on 100% recycled paper, aligning with sustainable practices and environmental responsibility. High-resolution glossy images ensure every detail of the collection is showcased with clarity and vibrancy, creating a luxurious and polished look.

Packaging

Each catalog will be carefully packaged in a baby pink cardboard box, a signature color of Kate Spade, with the brand name elegantly displayed on top. This packaging ties together the themes of the catalog while providing a seamless, elevated visual experience that reflects the campaign's creativity and sophistication.

the MOCKUPS

COVER PAGE



PACKAGING



BINDING

On this page, models Megan Skiendiel,
Lara Rajagopalan, and Sophia La Forteza
On the next page, models Daniela Avanzin,
Manon Bannerman, and Jeung Yoonchae

Photographer: Charlotte Wales
Stylist: Andrew Mukama
Art Direction: Julia Wagner
Makeup/Hairstylist: Pat McGrath



On this page, models Manon Bannerman
and Jeung Yoonchae
On the next page, models Daniela Avan-
zin, Megan Skiendiel, Lara Rajagopalan,
Sophia La Forteza , Manon Bannerman and
Jeung Yoonchae

Photographer: Charlotte Wales
Stylist: Andrew Mukama
Art Direction: Julia Wagner
Makeup/Hairstylist: Pat McGrath





*Introducing
Be your own doll with Bridget Mendler*


kate spade
NEW YORK



On this page and the next is
model Bridget Mendler.
Photographer: Charlotte
Wales
Stylist: Andrew Mukama
Art Direction: Julia Wagner
Makeup/Hairstylist: Pat
McGrath

*Tagline
“Style your story, doll” with Bridget Mendler*


kate spade
NEW YORK



*Introducing
Be your own doll with Bridget Mendler*


kate spade
NEW YORK

On this page and the next is
model Bridget Mendler. On
the next page are Models
Monroe Chavez and Bridget
Mendler
Photographer: Charlotte
Wales
Stylist: Andrew Mukama
Art Direction: Julia Wagner
Makeup/Hairstylist: Pat
McGrath



*Tagline
"Style your story, doll" with Bridget Mendler*


kate spade
NEW YORK



cover page





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kate spade new york

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FILM BAGS 08

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GARDENING 10
TRAVEL BAGS 18

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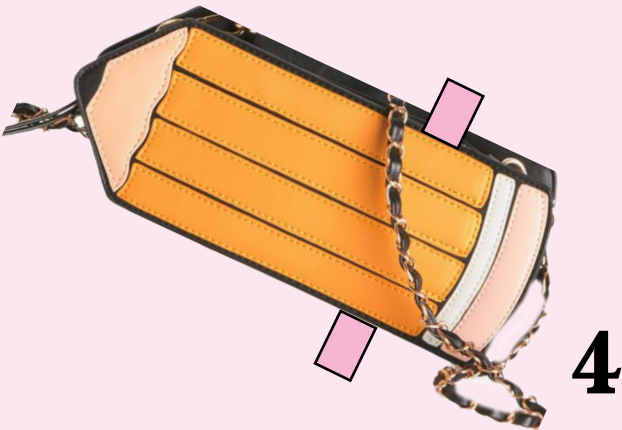
ATHLETIC 20

BE YOUR OWN DOLL SPRING / SUMMER 25



SPRING / SUMMER 2025

♠
**career
girl**



PRICE LIST

- 1. THE PAINTER BAG: €580
- 2. THE HANDYMAN BAG: €500
- 3. THE PHARMACIST: €120
- 4. THE LEARNER: €350
- 5. TV GIRL: €600
- 6. DIRECT OR : €220
- 7. THE BAKER: €450



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kate spade
NEW YORK