



kate spade

NEW YORK

LAUNCH
2020

FRAGRANCE CATEGORY
Floral Fruity

KEY WORDS

Colorful. Joyful. Feminine.

THE CONCEPT

Experience the charm of New York City with this new fragrance by Kate Spade. Kate Spade New York Eau de Parfum is a fun, joyful and feminine fragrance that embodies the true Kate Spade woman. This fruity-floral scent captures you with hints of wild strawberries and rose essence, then dries down to woody and sensual notes of ambrox and cashmeran.

WHO IS SHE?

The Kate Spade woman is surprising, stylish, spontaneous and always optimistic.

THE PERFUMER

Marie Salamagne

THE FRAGRANCE COMPOSITION

TOP NOTES: Wild Strawberry, Bergamot

HEART NOTES: Rose Essence, Freesia

BASE NOTES: Ambrox, Cashmeran

THE DESIGN

The vibrant design of the bottle and outer packaging is inspired by the brand's emblematic codes. The pink color of the fragrance reflects femininity and incorporates the iconic spade on the cap and Kate Spade label on the bottle. The eye-catching flower pattern packaging gives high visibility and brand recognition.



THE RANGE



3.3 fl. oz. (MSRP \$95)

Eau de Parfum Spray
2.0 fl. oz. (MSRP \$75)

1.3 fl. oz. (MSRP \$55)

Purse Spray
0.33 fl. oz.
(MSRP \$28)

Perfumed Body Lotion
5.0 fl. oz.
(MSRP \$45)