

kate spade

NEW YORK

*******MEDIA ALERT*******

KATE SPADE NEW YORK LAUNCHES SCALLOP SMARTWATCH 2 CAMPAIGN STARRING NEW BRAND HEROINE BUSY PHILIPPS AND HER TWO DAUGHTERS

An everyday luxury designed for the women of today

WHAT: To celebrate the launch of its Scallop Smartwatch 2, Kate Spade New York is introducing a dynamic campaign that highlights innovative functions of the new timepiece—including its heart rate sensor, voice activation and customizable dials using the Choose Your Look micro app—in humorous, everyday moments between Busy and her children: a tickle session...getting dressed...finding frozen yogurt.

“We thoughtfully designed our Scallop Smartwatch 2 for the women of today. They juggle a lot of responsibilities and should be able to stay connected to what matters most in a way that’s stylish and authentic to them,” said Nicola Glass, Creative Director of Kate Spade New York. “We combined our feminine design details, like our signature spade and scallop detailing, with the latest technology and customization features for her everyday needs. She can track her heart rate and customize the dial to complement what she’s wearing. This smartwatch is a sophisticated blend of style and function. An everyday luxury.”



The pairing of a modern, multi-functional watch with a multifaceted woman is no coincidence. Kate Spade encourages women to be the heroines of their own stories. The brand is a celebration of women across time zones, generations and style creeds who are living their individual lives to the fullest and believe that, together, everything is possible. Busy is beloved by her fans for her openness: she is a woman whose power, authenticity and realness make her engaging, both on screen and off. Her refreshing approach to life—as a mother, wife, actress, writer, tv host, producer, director and beyond—exemplifies the personal strength, sunny style and optimistic femininity at the heart of creative director Nicola Glass’s vision for the brand, and for the Scallop Smartwatch 2.

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ABOUT KATE SPADE NEW YORK:

Since its launch in 1993 with a collection of six essential handbags, Kate Spade New York has always stood for optimistic femininity. Today, the brand is a global life and style house with handbags, ready-to-wear, jewelry, footwear, gifts, home décor and more. Polished ease, thoughtful details and a modern, sophisticated use of color—Kate Spade New York's founding principles define a unique style synonymous with joy. Under the vision of creative director Nicola Glass, the brand continues to celebrate confident women with a youthful spirit. Kate Spade New York is part of the Tapestry house of brands.