KATE SPADE SATURDAY & WEST ELM TO LAUNCH EXCLUSIVE HOME COLLECTION AVAILABLE AT WEST ELM

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Collaboration Brings the Spirit of Saturday to Everyday and Will be Available in Early 2015

NEW YORK--(BUSINESS WIRE)--Fashion and lifestyle brand, Kate Spade Saturday and home furnishings retailer West Elm, launch an exclusive collaboration for early 2015. The two brands have teamed up to create a new collection of furniture, bedding, rugs and home accessories. The Kate Spade Saturday + West Elm collection is Kate Spade Saturday's first home collaboration and will be available in West Elm stores in the US and Canada and on westelm.com in early January 2015.

The collection brings many of Kate Spade Saturday's most popular prints into the home on brightly patterned bedding, graphic rugs, wall art, and pop accessories. The partnership will be supported with a cross-channel marketing campaign that includes print advertising, social activations featuring key influencers and bloggers, launch celebrations and retail gifts with purchase at all West Elm stores throughout the month of February.

“We are thrilled to be able to extend the Kate Spade Saturday sense of fun into the home in a much larger way,” said Kyle Andrew, Senior Vice President and Brand Director of Kate Spade Saturday. “West Elm is the perfect brand partner for translating the Kate Spade Saturday spirit into modern home design. Fans of both brands will recognize the iconic prints and playful color palettes of Kate Spade Saturday executed on West Elm's modern, mid-century inspired furniture pieces and hand woven textiles.”

“We worked closely with the Kate Spade Saturday team to design a collection that embodies the signature aesthetics of both brands,” said West Elm’s Creative Director, Vanessa Holden. “We had a lot of fun working together and playing with many of Kate Spade Saturday’s most popular patterns then translating them to inspired products for the home.”

Product highlights from the collection include:

- A complete collection of Bedding designed with bright, colorful hues and patterns (prices $24-$119)
- Pillows designed for the bed or the sofa (prices $29-$89)
- Rugs and Poufs combining West Elm’s signature jute with pops of neon (prices $129-$799)
- Colorful and graphic Wall Art including Kate Spade Saturday’s signature yellow and graphic black and white print (prices $129-$599)
- Mod Jewelry Boxes and Jewelry Trees (prices $19-$29)
- Graphic Globe Desk and Floor Lamp (prices $199-$349)
- Functional Garment Rack in coated metal (price $149)

About Kate Spade Saturday

The sister brand from kate spade new york, Kate Spade Saturday aims to channel the carefree spirit of the weekend and bring it to every day of the week with bright colors, graphic silhouettes, and bold prints. Putting its own spin on casual, Kate Spade Saturday creates product that is equal parts style and function, from versatile travel bags to go-anywhere dresses to smart lifestyle items. The first Kate Spade Saturday store opened in March 2013 in Tokyo’s Omotesando district, and was quickly followed by five more stores throughout Japan. The brand launched in the United States exclusively online at Saturday.com in Spring 2013, and has since opened stores in New York City, Los Angeles, Houston, Honolulu, Boston, Washington DC and Singapore. Kate Spade Saturday is owned by Kate Spade & Company (NYSE:KATE).

About West Elm

Mixing clean lines, natural materials and handcrafted collections from the US and around the world, West Elm creates unique, affordable designs for modern living. The brand offers choice in products and services, builds community through connections with customers, collaborators and associates, and focuses on consciousness in everything we do, from handcrafted and local products to supply chain transparency and sustainability. Headquartered in Brooklyn, NY, West Elm introduced its first catalog in 2002, followed by its first store in 2003. The brand’s complete assortment can be found in 69 retail stores in the United States, Canada, Australia and the UK and around-the-clock at www.westelm.com [3]. We also offer international shipping to
customers around the world and have an unaffiliated franchisee that operates stores in the Middle East. West Elm is part of an active community on Facebook, Pinterest, Twitter and Instagram and a member of the Williams-Sonoma, Inc. portfolio of brands.

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English

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