

The Brand Book



LIFEGUARD PRESS

About Lifeguard Press

lifeguard press specializes in licensing and private labeling in the fine gifts and accessories industry. working with world renowned companies challenges us to create and manufacture top notch products that exude style and personality and to really tell the story of the brands we are representing. our dedication to each line we produce speaks to the success we've shared with our customers and has become a stamp of approval of our strength and ability as a licensee in this industry.

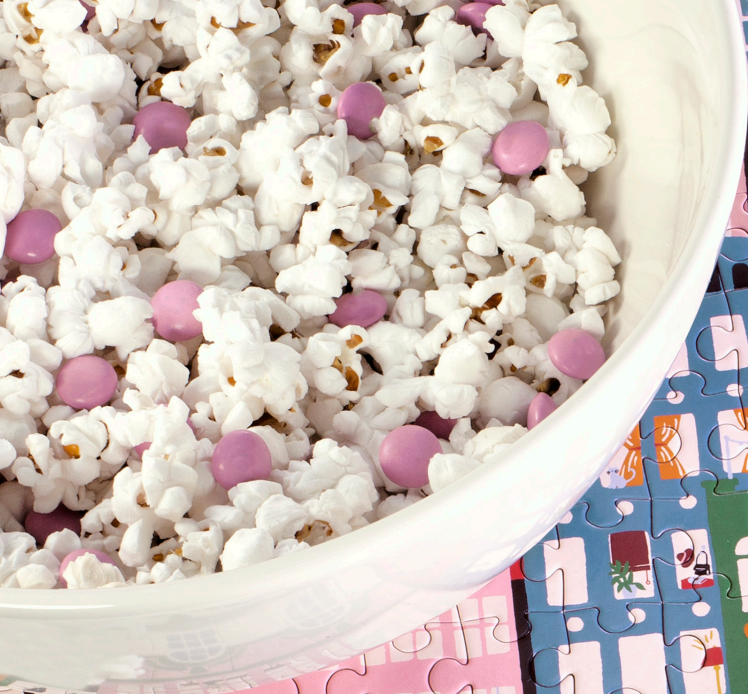


about kate spade new york

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 decor 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.

kate spade new york is part of the tapestry house of brands.





kate spade new york brand values

COLORFUL
CLEVER
BOLD
OPTIMISTIC



PRODUCT CATEGORIES WE SPECIALIZE IN

Stationery

Desk Accessories

Gifts

Outdoor Entertaining

Bridal

Holiday





IN GOOD
CHEER

who

Holly Huggs Helen Reddy
Bridget Lillman Chablis

memories

Some for best, exchange the year was
best made with mine, I got Bridget from
So hollow, I don't know what it's like

Out & About *with kate spade new york*



*kate spade new york
welcomes the season
of summer with a
cabana-themed
pop-up shop complete
with poolside drinks
and live music.*



*customers experience the
kate spade new york brand through an
interactive bus pop-up shop filled with
spring flowers & the latest handbags
of the season.*



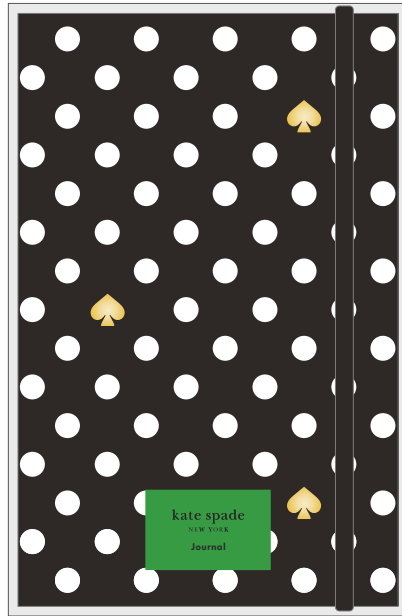
kate spade new york + Starbucks



this exclusive collection of drinkware & lifestyle products bring the playful spontaneity of NYC into a brand new collaboration that celebrates how play can brighten your everyday.

Packaging Update

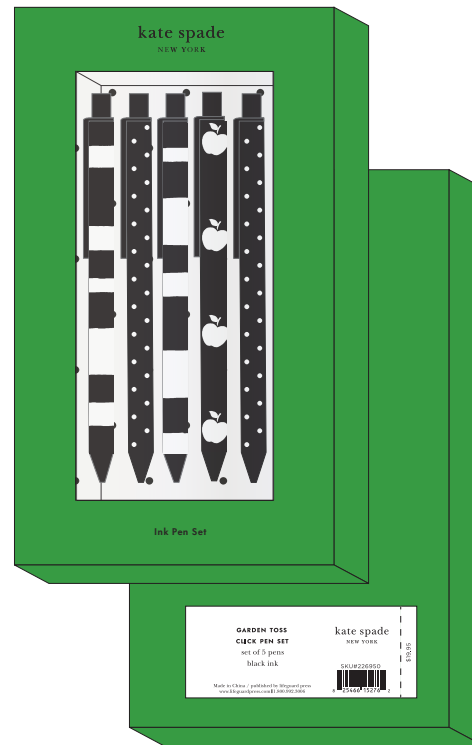
packaging colors have been updated to custom kspy green with cream & black dot accents.



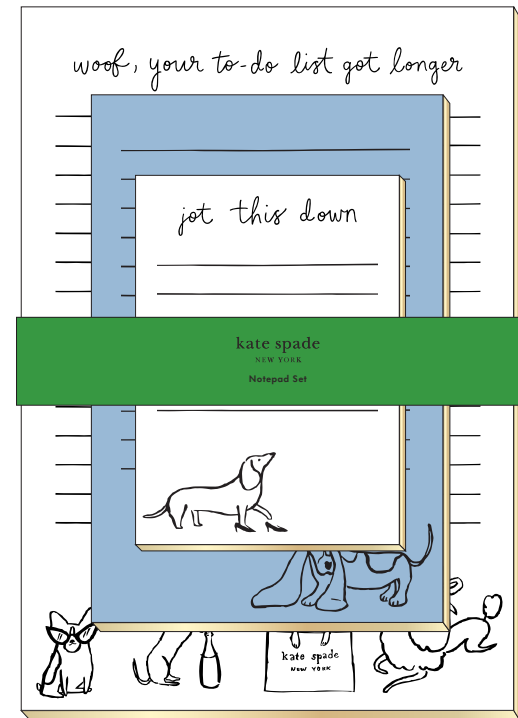
Front Marketing Sticker



Hang Tag



Tuck Box with Window



Bellyband

We
Can't Wait
to Hear
from You!

LIFEGUARD PRESS

