



kate spade

NEW YORK

SPECIAL CAPSULE COLLECTION  
BENEFITING

BCRF



BREAST  
CANCER  
RESEARCH  
FOUNDATION



Alan Tung \* Final Project  
FSH 638 Product Line Development



# Mindy's Garden Party



Hey Girls, It's Mindy ~  
I am having a garden party and you are invited!

Come hang out with me and friends in my blooming spring garden. Enjoy a table full of bubbling Veuve Clicquot Rosé Champagne, delicious colorful macarons and pastries, and dance to your heart's desire to live music.

**Dress Code:**

Fun, bright, cheerful colors and prints. Quirky chic aesthetic and your bubbling personality !



Mindy's Garden Party



**Fabrics:**

- Poly Charmeuse
- Cotton Voile
- Cotton Stretch Twill
- Silk Charmeuse
- Cotton Plain Weave

**Button & Trim:**

- Enamel Flower Button
- Plastic Daisy Button
- Floral Embroidered Trim

**Pantone Color Palette:**

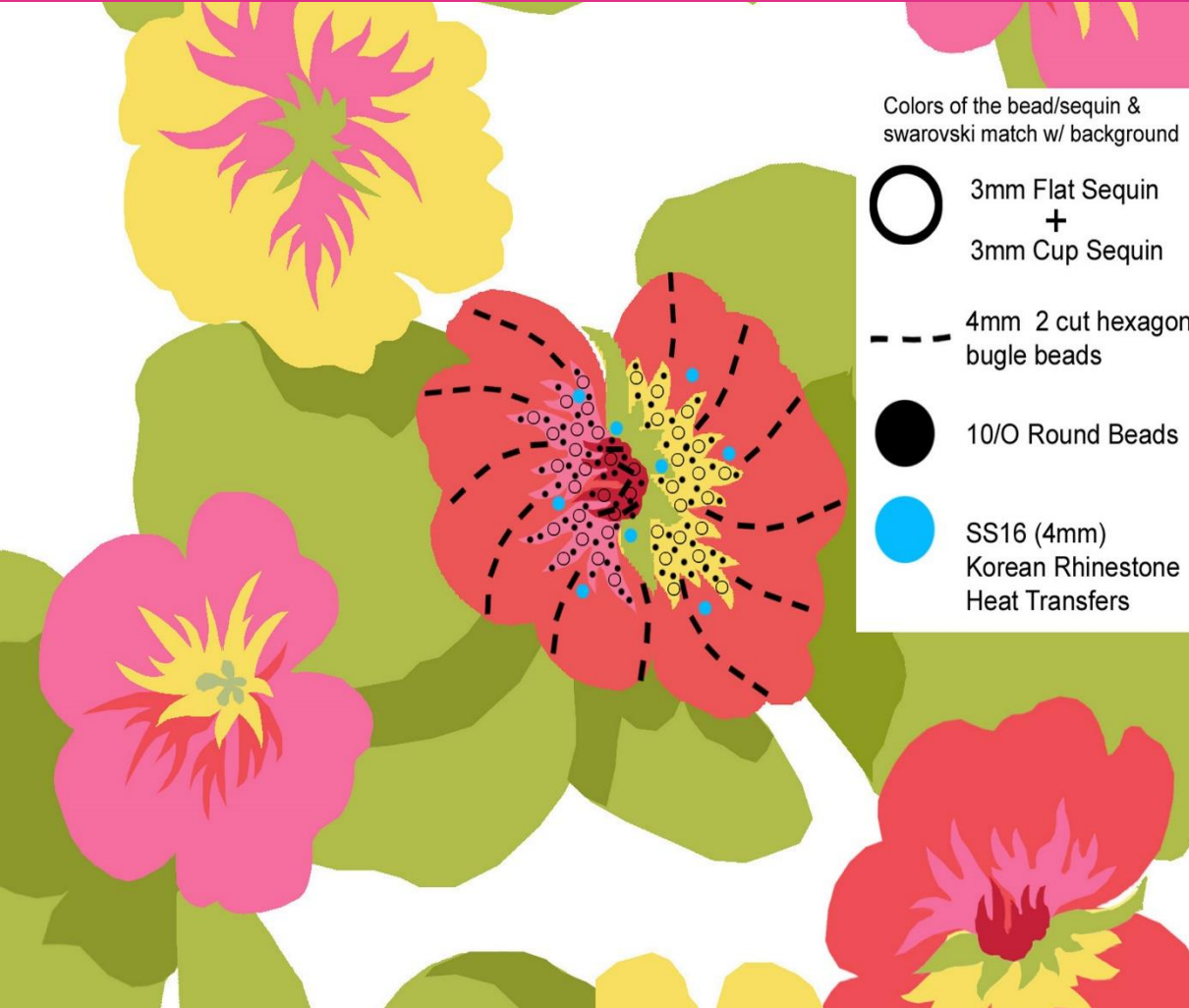
- Dark Green 2559C
- Bright Chartreuse 14-0445 TPX
- Pink 213 C
- Bright White 11-0601 TCX



Benefits BCRF Breast Cancer Research Foundation

10% of the proceeds from the custom floral print items in "Mindy's Garden Party" that has the breast cancer awareness crystal ribbon motif on it will be donated to BCRF Breast Cancer Research Foundation





Colors of the bead/sequin & swarovski match w/ background

○ 3mm Flat Sequin  
+  
○ 3mm Cup Sequin

- - - 4mm 2 cut hexagon bugle beads

● 10/O Round Beads

● SS16 (4mm) Korean Rhinestone Heat Transfers



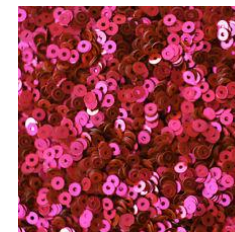
Korean Iron-on Crystals

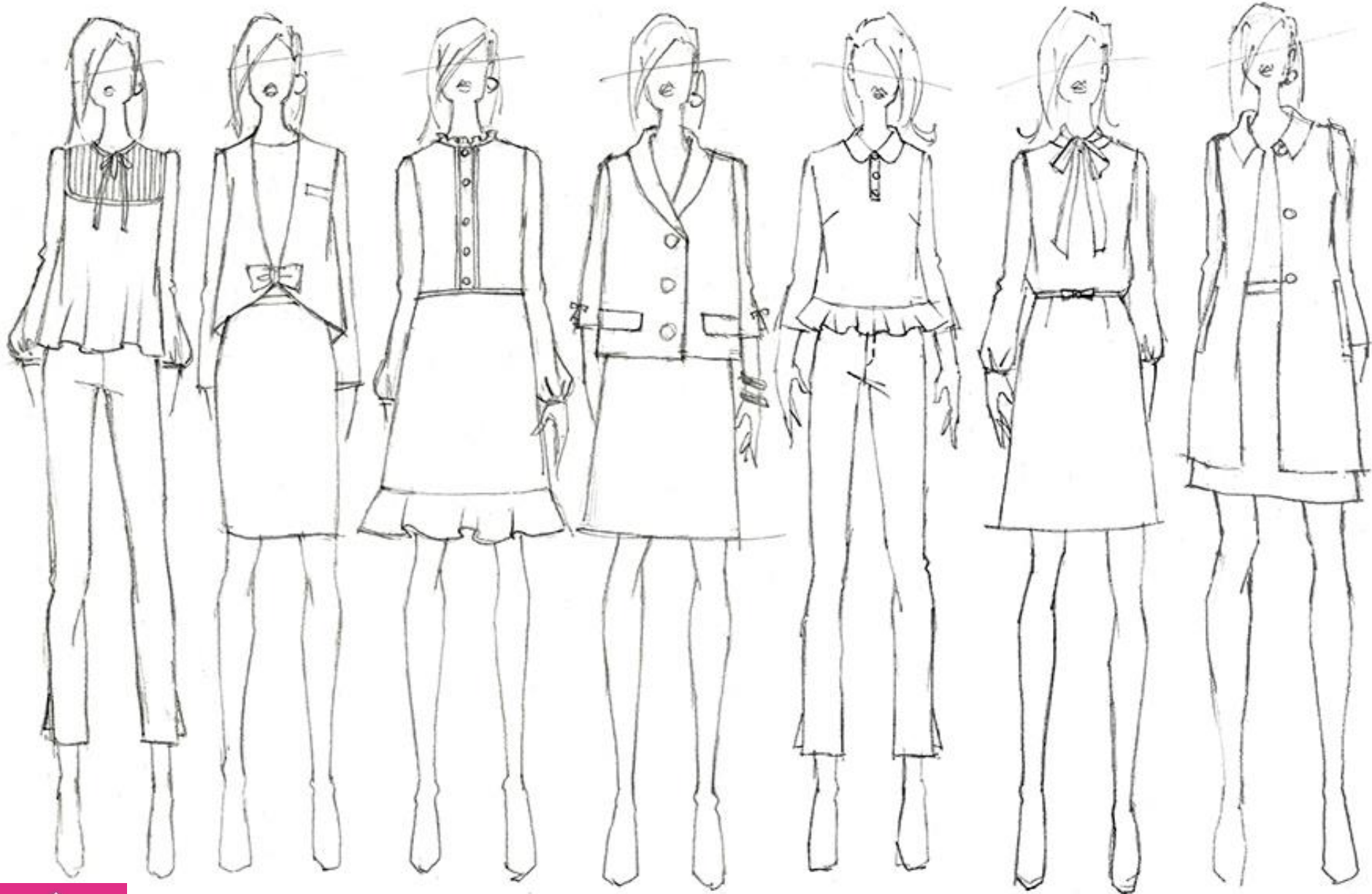


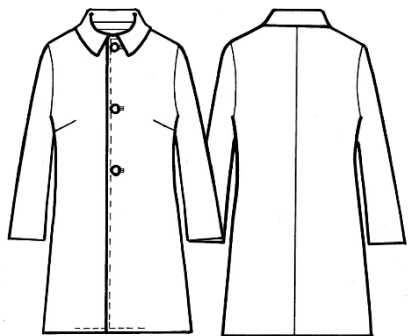
Faceted Bugle Beads and Sequins



Breast Cancer Ribbon  
Korean Heat Transfer  
Crystal Patch

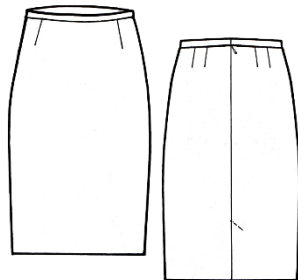






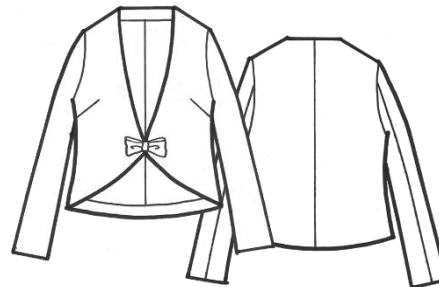
Name: Eva Car Coat

Fabric: Cotton Stretch Twill



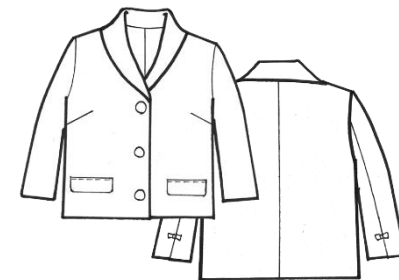
Name: Jackie Pencil Skirt

Fabric: Cotton Stretch Twill



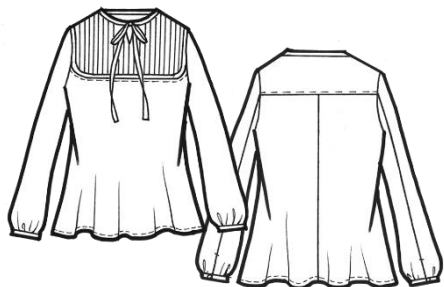
Name: Bella Jacket

Fabric: Cotton Stretch Twill



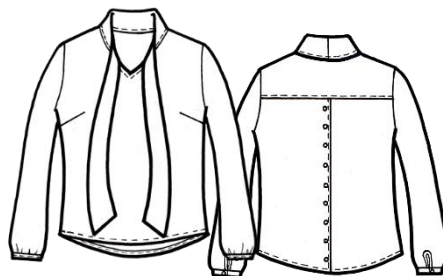
Name: Emma Jacket

Fabric: Cotton Stretch Twill



Name: Lulu Blouse

Fabric: Silk Crepe de Chine



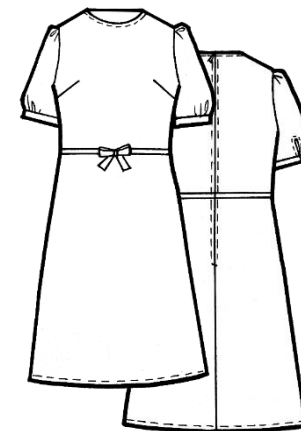
Name: Emily Pussy-Bow Blouse

Fabric: Silk Crepe de Chine



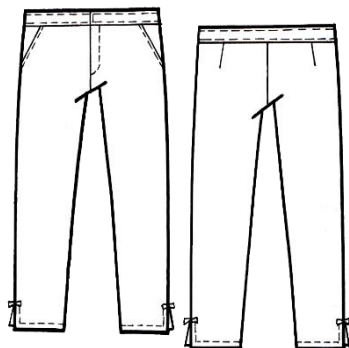
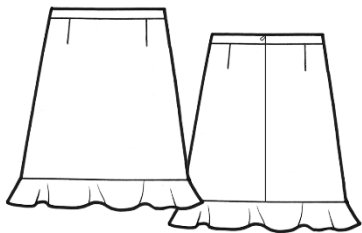
Name: Audrey Dress

Fabric: Cotton Voile



Name: Victoria Dress

Fabric: Cotton Voile



Name: Lily Skirt

Fabric: Cotton Stretch Twill

Name: Kerri Capri Pants

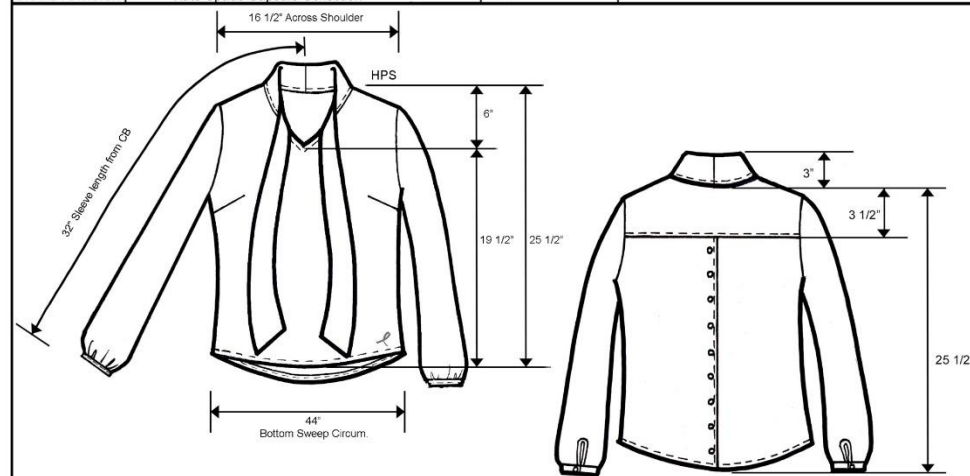
Fabric: Cotton Stretch Twill



Name: Ivana Floor Length Skirt

Fabric: Cotton Stretch Twill

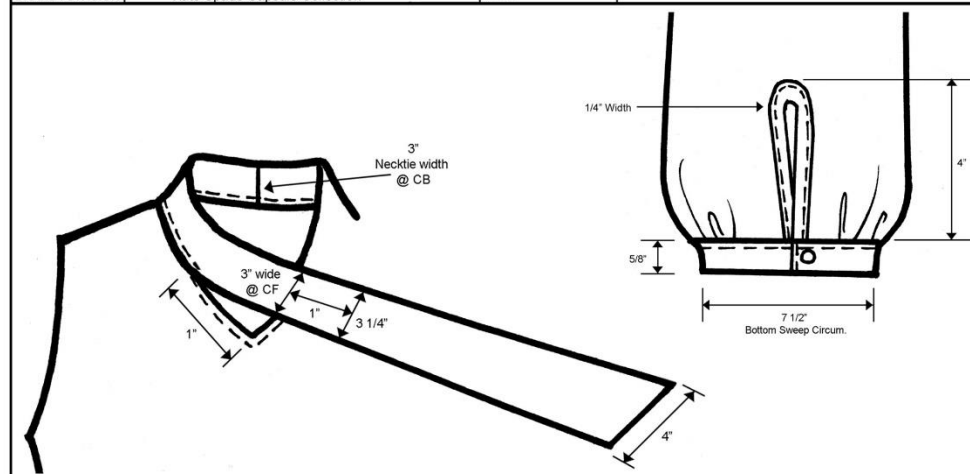
STYLE	KST001	SEASON	Spring 2018
DESCRIPTION	Emily Pussy-Bow Blouse	CATEGORY	Tops
FABRIC	Silk Crepe de Chine	SIZE RANGE	XXS - XXL
COLORS	Fuchsia, Floral, White, Chartreuse Polka Dot	DESIGNER	Alan Tung
SAMPLE SIZE	Size M (8 & 10)	TRIMS	Rhinestone iron on ribbon motif
BRAND / DIVISION	Kate Spade Capsule Collection	DATE	



Comments:

- \* Buttons: 11 pcs total, size 18LDTM Body Color 2 Holes. 9 buttons @ CB & 1 at each sleeve closure.
- \* Topstitching @ sleeve cuff, hem, neckline & placket @ CB. Thread Color: DTM Body Color
- \* 1/4" turn back hem
- \* Rhinestone heat transfer size: 1" H x 3/4" W
- \* Rhinestone heat transfer @ wearer's left 1 1/2" above hem, 1 1/2" in from side seam

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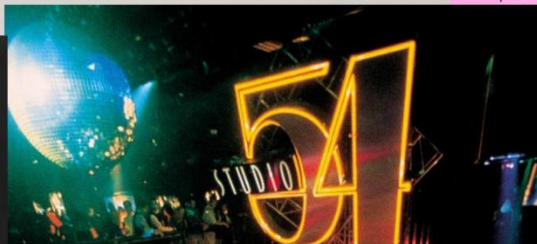


Comments:





Girls Just Wanna Have Fun



Champagne wishes and caviar dreams !

As the theme song of the lifestyle of the rich and famous playing in the background, you take a fantastical journey to the nostalgic allure of studio 54 aesthetic. All the glitz and glamour, partying from posh uptown cocktail lounge to hip and cool downtown bars ~ Girls just wanna have fun



Girls Just Wanna Have Fun

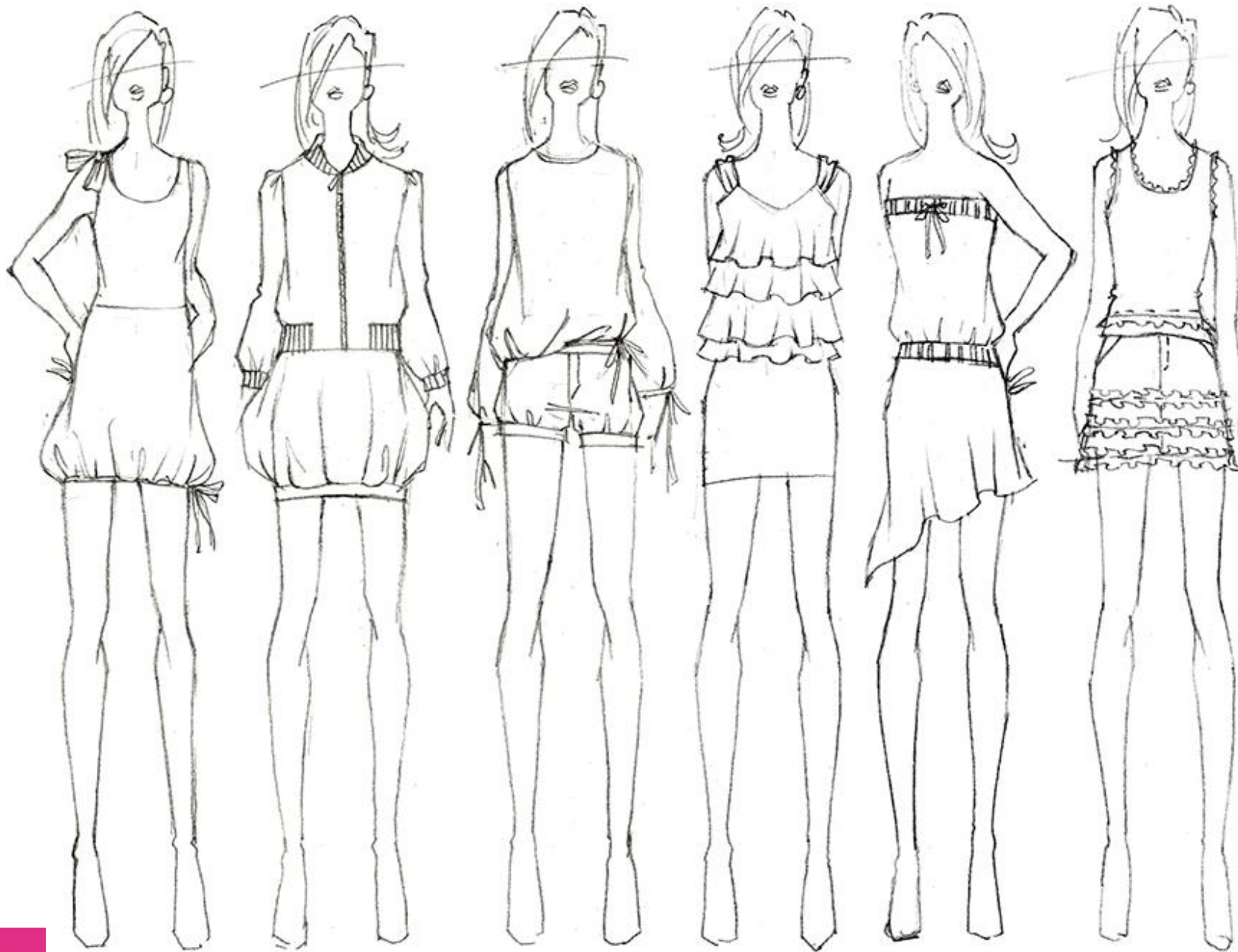


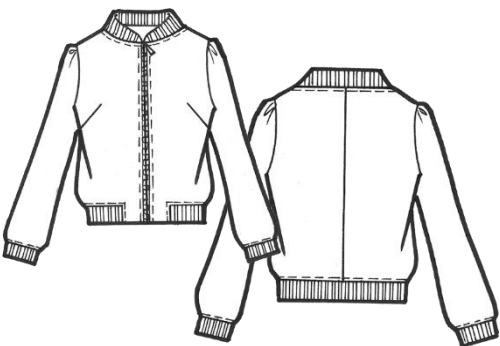
**Fabrics:**

- Rayon Satin
- Poly & Lurex Jacquard
- Multi color sequin netting
- Solid color sequin netting

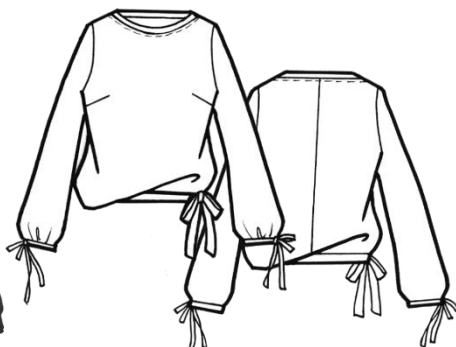
**Pantone Color Palette:**

- Pink 213 C
- P 69-11 C - Dusty Rose
- Hot Coral 17-1656 TPX
- Vivid Blue 17-4432 TCX

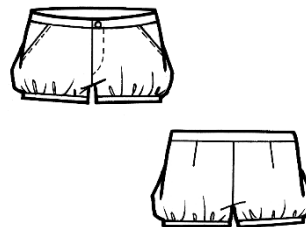




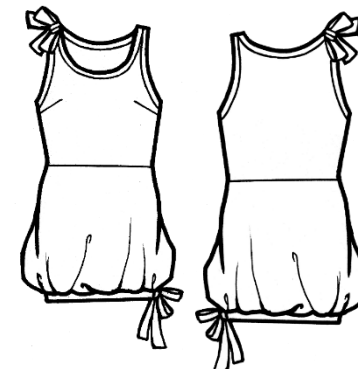
Name: Tiffany Bomber Jacket  
Fabric: Poly Lurex Jacquard



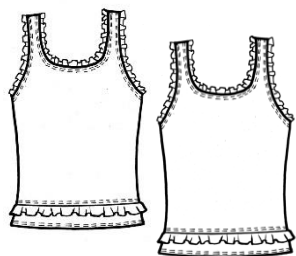
Name: Mona Blouse  
Fabric: Sequin Netting  
Rayon Charmeuse Binding



Name: Kimberly Hot Shorts  
Fabric: Poly Lurex Jacquard



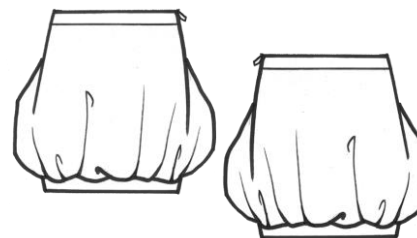
Name: Britney Tank Dress  
Fabric: Sequin Netting  
Rayon Charmeuse Binding



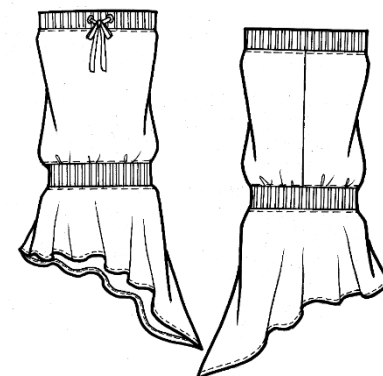
Name: Shelly Ruffle Tank Top  
Fabric: Sequin Netting w/  
Rayon Charmeuse Ruffles



Name: Judy Ruffle Top  
Fabric: Sequin Netting &  
Rayon Lycra Jersey



Name: Amanda Bubble Skirt  
Fabric: Sequin Netting or  
Poly Lurex Jacquard



Name: Britney Tank Dress  
Fabric: Sequin Netting  
Rayon Charmeuse Binding



You have just been saved by the bell !

The optimistic mood and attitude of the “Bayside High” filled with youthful neon bright colors and graphic prints are the aesthetic for this theme.

**Key Looks:**

Big bold prints

Bright & cheerful colors

Volume & fitted contrast and bubbling personality of course !

Come join Zack, Slater, Kelly, Jessie and Lisa for a fabulous year ~ You are in with the in crowd now !



**Fabrics:**

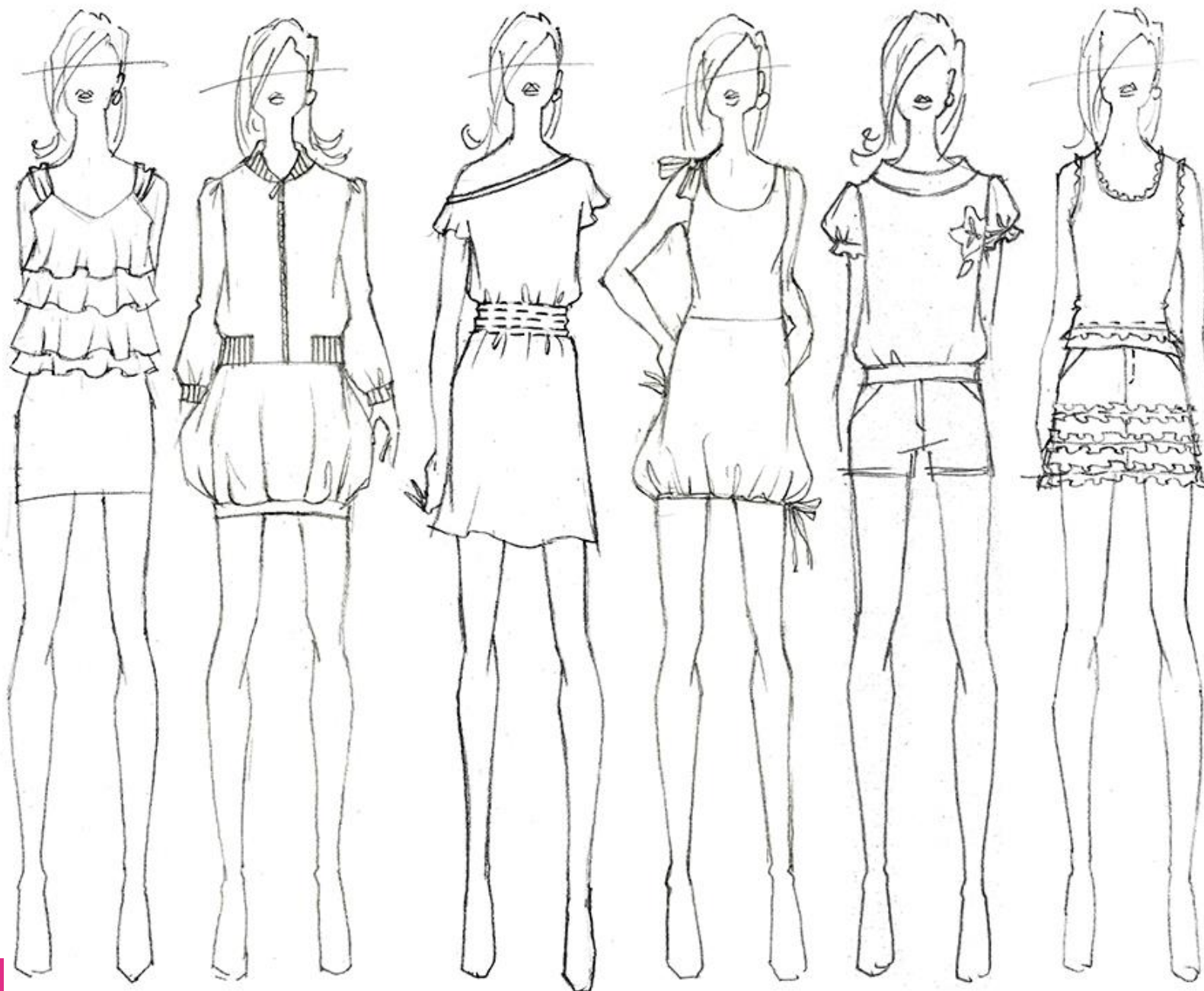
- Cotton French Terry
- Silk Charmeuse
- Rayon Lycra Jersey
- Rayon Lycra Gabardine

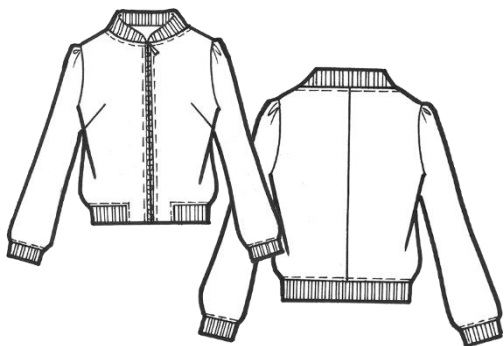
**Button & Trim:**

- Plastic Flower Button
- Rhinestone Trim

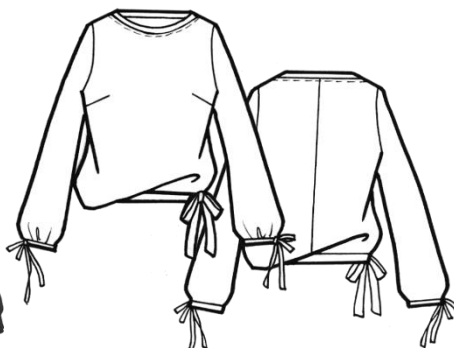
**Pantone Color Palette:**

- Pink 213 C
- Bright Chartreuse
- 14-0445 TPX
- Bright White 11-0601 TCX
- Lemon Zest
- 13-0756 TPX
- Vivid Blue
- 17-4432 TCX

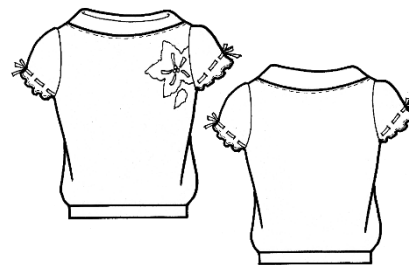




Name: Bianca Bomber Jacket  
Fabric: Rayon Lycra Gabardine



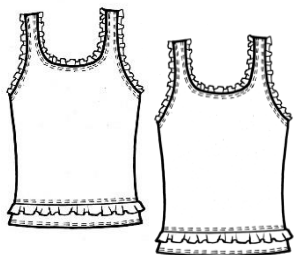
Name: Mona Blouse  
Fabric: Rayon Lycra Jersey



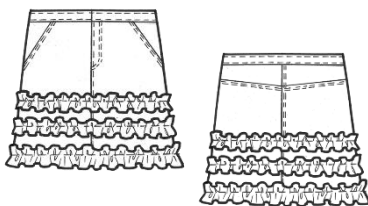
Name: Jessie Sweatshirt  
Fabric: 100% French Terry w/  
contrast jersey trim



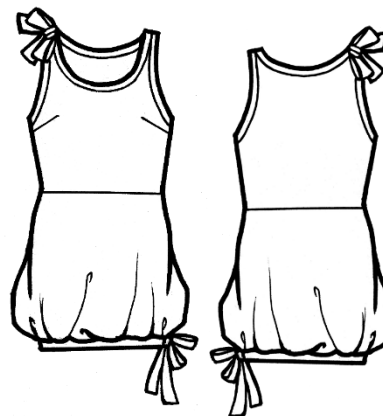
Name: Erica Ruffle Top  
Fabric: Rayon Lycra Jersey



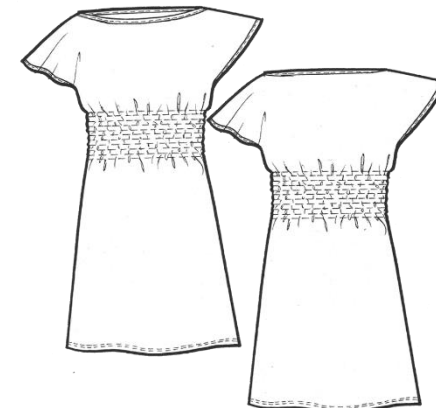
Name: Cynthia Ruffle Tank Top  
Fabric: 100% 1x1 Rib Knit



Name: Judy Ruffle Top  
Fabric: Rayon Lycra Gabardine



Name: Selina Tank Dress  
Fabric: 100% 1x1 Rib Knit



Name: Melissa Off Shoulder Dress  
Fabric: 100% 1x1 Rib Knit





# Girl Power Activate!



WE ARE ALL WONDER WOMEN!



There's a wonder woman in all of us !

Every girl / woman has a head full of magical dreams, a heart full of wonder and hands that will shape the world.

Your style and the clothes you choose reflect and affect your mood, health, and overall confidence. Scientists call this phenomenon ~ "Encllothed Cognition" [20]

Get up, get dressed, and never give up each day  
Is the mood for this theme.



Girl Power Activate



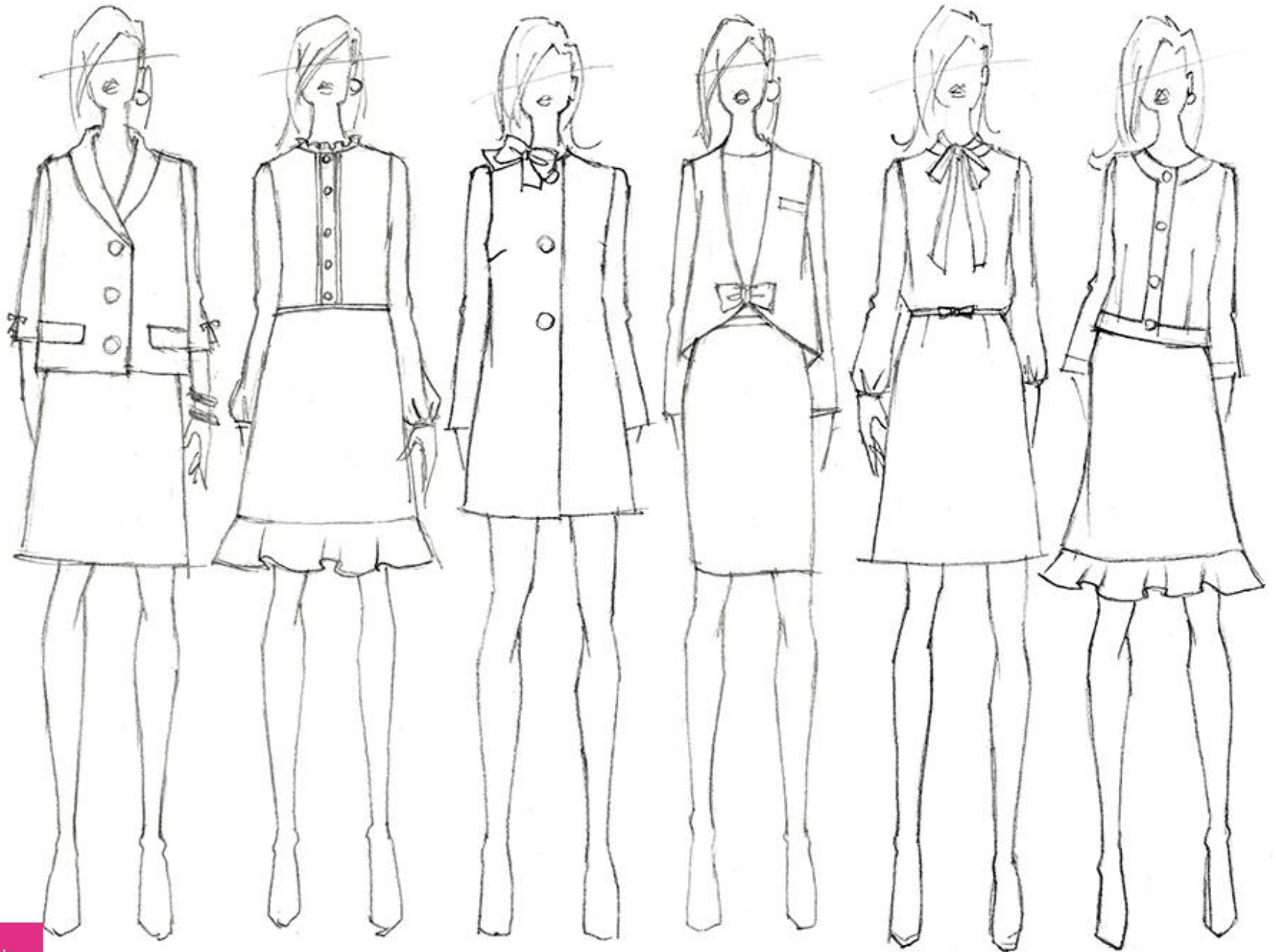
### Fabrics:

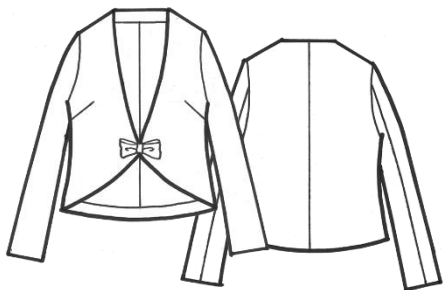
- Cotton Twill
- Silk Charmeuse
- Silk Crepe de Chine
- Rayon Lykra Jersey
- Cotton Lurex Tweed
- Cotton Poplin

### Pantone Color Palette:

- Pink 213 C
- Bright Chartreuse 14-0445 TPX
- Bright White 11-0601 TCX
- Dusty Rose P 69-11 C
- Pale Khaki PQ-15-1216TCX
- Galaxy Blue 19-4055 TCX

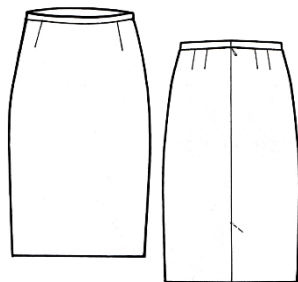






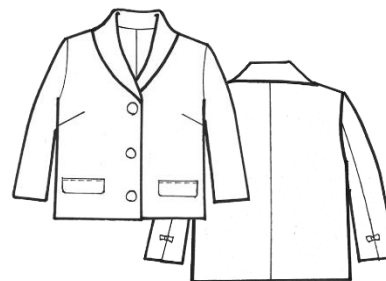
Name: Diana Jacket

Fabric: Cotton Lurex / Cotton Twill



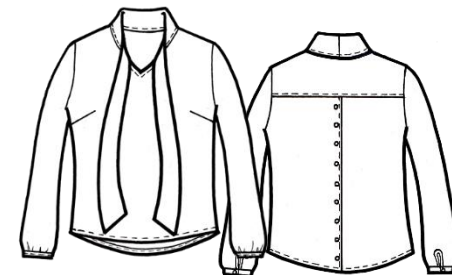
Name: Diana Jacket

Fabric: Cotton Lurex / Cotton Twill



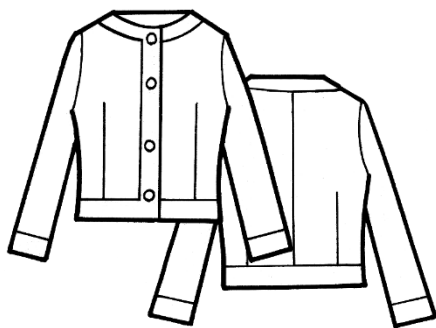
Name: Diana Jacket

Fabric: Cotton Lurex / Cotton Twill



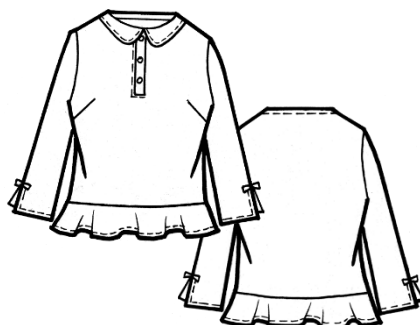
Name: Lucy Blouse

Fabric: Silk Crepe de Chine



Name: Brook Jacket

Fabric: Cotton Lurex / Cotton Twill



Name: Melina Blouse

Fabric: Silk Crepe de Chine



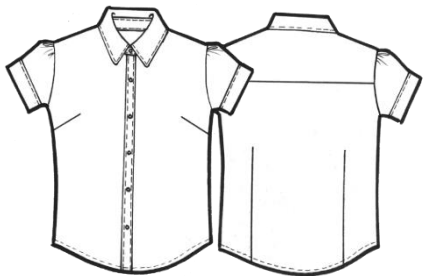
Name: Susana Dress

Fabric: Silk Crepe de Chine



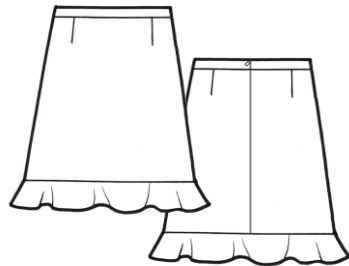
Name: Susana Dress

Fabric: Silk Crepe de Chine



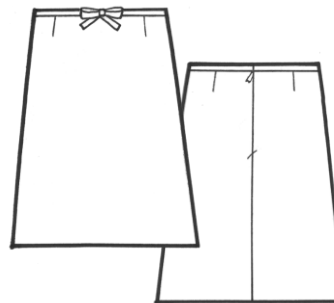
Name: Ariel Button Down Shirt

Fabric: Cotton Poplin



Name: Ansley Skirt

Fabric: Cotton Lurex / Cotton Twill



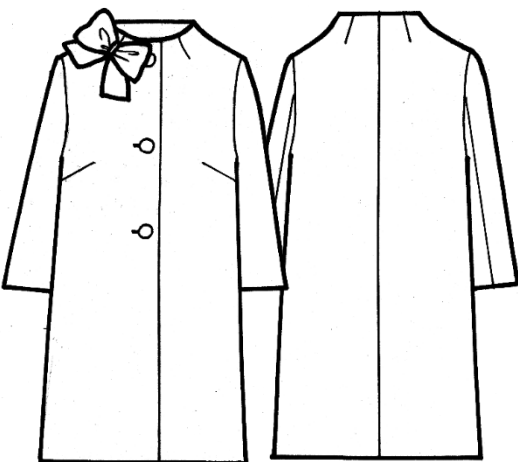
Name: Chloe Skirt

Fabric: Cotton Lurex / Cotton Twill



Name: Mary Ann Cigarette Pants

Fabric: Cotton Lurex / Cotton Twill



Name: Kate Bow at Neck Coat

Fabric: Cotton Lurex / Cotton Twill



Name: Kate Bow at Neck Coat

Fabric: Cotton Lurex / Cotton Twill



Boxy Short / Cropped Jackets





Blouson / Balloon Sleeves





Boxy Above The Knee Coats







Thigh High Shorts

