

## Rhetorical Analysis

### Kate Spade New York

Kate Spade New York is a global lifestyle brand founded in 1996 and is infamous for their hallmark symbol of displaying crisp color, graphic prints and playful sophistication throughout all of their products. Kate Spade's target audience is largely educated, high-income women of the millennial generation. The brand holds a large following within the areas of New York and California, as well as in other large cities across the country. These demographics give the company a very sophisticated, chic style. These statistics were compiled by CubeYou, an online company that provides users with consumer insights by bringing together the best data sources using one powerful interface. CubeYou data states that most of Kate Spade customers are between the ages of 25-34 and earn an income of \$100,000 - \$200,000. The majority of these customers in this demographic are recorded as married and female.

Trademarked by their motto "live colorfully", Kate Spade aims to maintain an image of sophistication and playfulness. The website establishes this brand by portraying a very modern, yet chic layout. With a black and white primary color scheme, it enhances Kate Spade's colorful products and ideas which allows the brand to stand out, drawing the attention of the consumer. The homepage presents a black and white background complemented with a colorful and dramatic centerpiece featuring a red-haired model styled in a strong cheetah print coat. For their fall line, Kate Spade chose to promote a cheetah-themed line; therefore the majority of their marketing has focused on cheetah print products in order to promote traffic to these specific products. The website further promotes its fall line with catchy headlines for its products in an effort to further draw consumer interest. Using the tagline "fall's here. get cozy" the website is

looking to attract consumers to their new fall home décor line. As the consumer scrolls to the bottom of the page, they are presented with another catchy headline “show and tell” which draws attention to their Instagram and Twitter posts. To encourage consumer interaction, a link which allows users to submit their personal photos for an upcoming feature is provided. This marketing technique further promotes their desired branding image of encouraging personal style by showcasing real consumers using their products in everyday life. The style portrayed within the website appeals to the millennial audience due to its somewhat minimalistic features and the uniqueness that separates it from competing brands. Further emphasizing their catchphrase “living colorfully”, the layout of the site is also maintained through the splashes of color portrayed on each page through design and product listings.

The mission of the Kate Spade brand is to provide the everyday woman with the opportunity to display their own unique style. Kate Spade is passionate in encouraging the success and empowerment of women and strives to assist in making that dream a reality. Through the work of their foundation, Kate Spade & Company, they have made it their mission to empower women to transform their communities through trade-based initiatives. The objective of Kate Spade & Company is to empower low-income women to find their own business, career path or skill set that will allow them to support both themselves and their families. The foundation believes that this will also cause powerful and positive ripple effects throughout the community of these women as well. Kate Spade & Company accomplishes the foundation’s goals through their three pillars: women in entrepreneurship, women in technology and women in the arts. Beneficiaries for each of these pillars are listed on their website, allowing consumers to learn the success stories that these women have accomplished through the foundational work

of Kate Spade & Company. The foundation incorporates the mission and values of Kate Spade, proving that their company is more than just retail.

The Kate Spade brand possesses a very unique visual and verbal vocabulary. While many competing brands hold similar, yet somewhat bland visual and vocabulary structure, Kate Spade has branded itself to be a unique company. Keeping in line with the company's mission to promote individuality in women, their brand is solely based on the importance of being unique. Kate Spade thrives on implementing a very bright color scheme within all of her products, consisting of colorful tones such as yellow, orange, bright pinks, turquoise, gold and even greens. In addition to vibrant color tones, what is considered her signature color is in fact not even a color. Glitter is a huge facet of Kate Spade's products and contributes to the success of the brand. Ranging from phone cases, wallets, purses and even shoes; glitter is a main component of the Kate Spade name. Captivating quotes are what set the Kate Spade brand apart from its competitors. In fact, the quotes that are imprinted on her products have contributed to the high success of the corporation and have often been imitated by competitors. Quotes are created to encourage women to enjoy the little things in life. A few of the brands most popular quotes include "She had a cocktail in her hand and confetti in her hair", "She who leaves a trail of glitter is not ever forgotten" and "Eat cake for breakfast." The company utilizes a very consistent vocabulary, continually promoting women to enjoy life and as previously stated within their motto, "live colorfully."

Kate Spade is active on all mainstream social media platforms such as Facebook, Twitter and Instagram. The company's social media strategy is complementary to their website theme which utilizes a very bright color scheme and creates posts which appeal to their target audience, the millennial generation. Their Facebook page is compiled of multiple posts promoting their

products, but with eye-catching captions. Recently on their Facebook page, a post promoting a new wallet read, “new styles made for women, by women (with lots of love). shop on purpose.” Once again this portrays their empowerment movement for women while also utilizing their unique vocabulary. Consumer feedback to their Facebook page posts can range anywhere from 200-3,000 likes. The Kate Spade mediators are very consistent at replying to any negative comments within this social media platform regarding bad customer service or any other concerns a consumer may report. To date, more than 3.34 million people have liked the Kate Spade Facebook page, giving the company a very good following on this platform. Kate Spade continues their colorful and sophisticated presence on Twitter, pulling in a following of approximately 915,000 customers. Consistent with their Facebook comments, they interact by replying to customers on this social media platform as well, replying to multiple tweets a day both positive and negative. Kate Spade receives a significantly lower interaction rate on this platform in comparison to Facebook, ranging from only around 4-10 likes and retweets per post. Specific tweets may receive more traffic than others, but overall the strategy on Twitter is mainly to maintain a social presence on the platform. Kate Spade continues to be uniform with its Instagram account by using the same colorful and playful color scheme throughout the platform. This account has an impressive 2.2 million followers and receives a generous number of likes and comments per post. Kate Spade promotes a range of products on their Instagram account, showcasing accessories, shoes, handbags and more. The company also takes advantage of the video feature offered on Instagram, posting both videos and “Boomerangs” to bring more life to the page. Trends are also consistently promoted throughout the page, as the company tends to promote a specific trend for a number of days throughout the page. Most recently, Kate Spade promoted their new line of cheetah patterned accessories and clothes, which is evident in their posts promoting their new releases and

through a launch party which was broadcasted. Prior to their fall line promotion, the brand was encompassed by a floral themed Instagram account in several posts, aiming to promote their trend at the time, Paris themed accessories. Along with bringing attention to the Paris themed products by staying consistent with the Paris theme for several posts, the brand also implemented the use of hashtags to draw more traffic to the page. The hashtags #KATESPADExoPARIS, #katespadejoy” and #paris were seen on multiple pictures that featured the Paris products.

Kate Spade is succeeding in their mission to bring empowerment to women through their products. Showcasing a range of colorful products with motivating phrases and appealing designs allows their consumers to embrace a unique sense of style, which are the values that Kate Spade aims to spread. Through their products and their established foundation, the brand is growing exceptionally and allowing customers to add a splash of color to their everyday lives. By implementing social media platforms into their marketing strategy, Kate Spade has increased their consumer following through promotions and daily posts. After observing the feedback from consumers and evaluating the numbers of likes and comments on each post, it demonstrates that their social media strategy is working exceptionally well. The brands Facebook, Instagram and Twitter account all contain a proper profile and cover photo, an attention-catching bio and accurate descriptions of each post. It is this attention to detail that draws the customer to their brand, as many other brands do not portray such a distinctive overall appearance on their social media accounts. The posts within these platforms hold a certain type of distinction, catching the eye of the consumer and drawing their attention towards the specific trend they are promoting. This by far is Kate Spade’s greatest strength, which is recognized by the positive feedback and following from consumers. In an effort to further enhance their social media platforms, Kate Spade should incorporate the user-submitted photos onto their pages. Combining real-life women into their

already successful marketing campaign would further encourage women to interact with their sites and motivate them to purchase their products in the hopes of being featured on their sites. This addition to their social media would bring their message of empowerment full circle by allowing the consumer to see their products on a woman just like them rather than just a model, further emphasizing that their product is created for the everyday woman to “live colorfully”.