



## “We’ve Got a Thing for Green:” Redefining kate spade new york’s visual identity

Learn about the history and meaning of kate spade green, and how the Pantone Color Institute standardized kate spade new york’s signature shade.



**Laurie Pressman**  
Pantone Color Institute

The year is 1993. 80s glam has given way to dark, edgy, minimalist aesthetics. The “it” bag of the moment was black and tiny.

Under this backdrop, kate spade new york launched its iconic Sam bag in a groundbreaking, vivid green shade that grew into a key piece of the brand’s visual identity. 30 years and countless designs later, green still guides the brand.

To honor its heritage and redefine this iconic color for the modern market, kate spade new york partnered with the Pantone Color Institute™ (PCI) to standardize kate spade green as its signature shade. kate spade green will be introduced cohesively across all environments and customer touchpoints – including branding, packaging and product.

Today, let’s look back at how the brand has used green to express its unique identity and vision across the past 30 years.

## Refining the New kate spade Green: a vibrant yellow green tone

kate spade new york’s playful aesthetics have earned it a reputation as a brand that represents optimism, curiosity, and renewal – all characteristics intrinsically tied to the color green. In celebration of its 30th anniversary, kate spade new york worked with the Pantone Color Institute™ to standardize its signature brand color.

PCI developed kate spade new york's new green shade to stay true to its original green tone while embedding a new level of vibrancy for digital environments.

**"kate spade green is a refreshing green tone that awakens our senses and encourages us to explore, experiment and express our own unique identity. A lush green tone connected with newness, youth, and growth, kate spade green represents the spirit of promise and possibilities. Infused with the joy and optimism of a sunny yellow, kate spade green enlightens us, igniting our curiosity and inspiring us to see the world in new ways."**

Kristen Naiman, Senior Vice President of Concept and Strategy at Kate Spade New York

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## Celebrating the History of kate spade Green

The depth of this distinctively fresh green evokes a spirit of curiosity that has characterized the brand for the past three decades. The decision in 1993 by Kate Brosnahan Spade to choose a vibrant green hue to be the brand's signature visual identity was ground-breaking, as specific colors were rarely associated with fashion brands at that time. The fashion world was caught in a moment of black, minimalist aesthetics. Kate Spade New York took the idea of minimalism, combined it with a love of adventurous, joyful designs, and birthed a color strategy that the modern brand grew out of: applying green as if it was black. A statement-making green tone instantly broadcast that this was a fashion brand who viewed color as a fundamental element to life and style. Kate Spade New York's use of green was a subversive way to demonstrate that a brand could still be part of the zeitgeist — it could pull off a minimalist, cool, and edgy look — but with optimism and a wink. This groundbreaking use of color helped Kate Spade New York shape a distinctive brand persona and unmissable market presence.



# kate spade new york x Pantone: Cultural Impact Through Color

kate spade new york continues to utilize and amplify color to bring its brand ethos into a place of currentness, often looking to Pantone Color Institute™ trend reports and forecasts to align themselves with the cultural zeitgeist. As Kristen Naiman, Senior Vice President of Concept and Strategy at kate spade new york articulated, fashion can be a bellwether of a cultural moment. “We often look to Pantone® to see where its cultural barometer is so we can align with our own. If we’re seeing lots of yellows out in the world, we refer to Pantone to see what shades of yellow are at play right now,” Kristen Naiman, Senior Vice President of Concept and Strategy at Kate Spade New York.

When it comes to kate spade new york’s cultural impact, Naiman hopes that the brand and its signature green will inspire people to pause and embrace moments of hope throughout their day — finding the extraordinary in the ordinary. The message behind kate spade green reflects the vision present in the brand’s mental health advocacy work.



The brand believes that when a woman’s mental health is supported, she’s empowered to make change for herself and her community. That’s the vision guiding kate spade new york’s fun, colorful designs: plant seeds of joy that promote women to find optimism, resilience, and new beginnings.

Redefining its brand color gave kate spade new york a new beginning of its own. “We’ve always been a brand that has chosen to see optimism while acknowledging the wholeness and depth of the world. 30 years on, we try to press forward in a way that carries the aggregate of all our experiences, all our wisdom, and all our love,” said Naiman. “This green is the feeling of that. When people see this green, I hope they’re driven to look for the brightness in what’s ahead.”

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