

Kate Spade Saturday, where weekend style is in the bag.

Fashion lovers engage with brand by designing custom weekender bags using Adobe Experience Manager assets for personalized media.

KATE SPADE SATURDAY

“Adobe Experience Manager enables us to deliver an easy-to-use online experience that captures the spirit of weekend travel and fun.”

Kristin Sebell, director of ecommerce, Kate Spade Saturday



SOLUTION

Adobe Experience Manager solution within Adobe Marketing Cloud

IN PARTNERSHIP WITH
PRECISION
DESIGN STUDIOS

RESULTS

THIRD
MOST TRAFFICKED PAGE

FUN AND IMMERSIVE
Weekender bag configurator ranked third in popularity site-wide

+

ENGAGING
Captured customer imaginations, encouraging loyalty

BRAND REACH
Extended brand through easy social and mobile sharing

UNPARALLELED QUALITY
Strengthened brand image by providing photorealistic imagery

Kate Spade Saturday

Established in 2013

New York, New York

www.saturday.com

Adobe Consulting

www.adobe.com/consulting

Precision Design Studios

www.precisiondesignstudios.com

CHALLENGES

- Immerse customers in fun, exuberant brand experience
- Provide industry-best online product configurator
- Change product options quickly to reflect seasonal and regional preferences



Playful engagement

Spontaneity. Freedom. Exuberance. All of these qualities exemplify Kate Spade Saturday, one of Kate Spade New York's newest lifestyle brands. One way Kate Spade Saturday connects with its target demographic—women age 25 to 35—is by inviting them to tailor and purchase their own travel-ready weekender bags online with Adobe Marketing Cloud, using the assets capability for dynamic and personalized media in Adobe Experience Manager.

"With the Design a Weekender Bag page, we are embodying the spirit of weekend fun and relaxation by allowing customers to design their own travel bags—complete with custom colors, patterns, and monograms that capture their own unique personalities and tastes," says Kristin Sebelles, director of ecommerce for Kate Spade Saturday.

An immersive experience

Introduced over a year and a half ago, the Kate Spade Saturday brand and accompanying website includes the Design a Weekender Bag page among its main features. The page immediately became the third most visited page on the site. Visitors spend more time on this page enjoying their creative design endeavors than on most other areas of the site.

Providing an exceptional experience is essential to the success of the Design a Weekender Bag initiative. Customers can design their bags using a selection of high-resolution swatches. Once they choose their unique colors, patterns, and optional monograms, their custom bags appear as ultra-high-resolution, realistic photographs. Site visitors can then zoom, pan, and inspect their creations from multiple angles.

"Working with Adobe and using the assets capability for dynamic and personalized media in Adobe Experience Manager, we can present uniquely interactive experiences online across our brands, even during high-traffic periods such as the holidays."

*Kristin Sebelle, director of ecommerce,
Kate Spade Saturday*

"We're very pleased with the life-like results rendered by our Design a Weekender Bag configurator," says Sebelle. "With Adobe Experience Manager personalized media capabilities, we can clearly convey product contours, patterns, and textures and the images are extremely realistic both online and in print. Adobe Experience Manager enables us to deliver an easy-to-use online experience that captures the spirit of weekend travel and fun."

Tailored looks

Even long after it was introduced, Kate Spade Saturday continues to achieve branding, awareness, and engagement traction on the Design a Weekender Bag page. It is the third most trafficked feature of the Kate Spade Saturday site after new arrivals and clothing. "Website visitors love to customize their bags and share their designs with friends on social media outlets, extending the reach of our campaign," explains Sebelle. "For many site visitors, this is the first and most successful introduction to our brand."

As a retail industry leader in online customization and personalization, Kate Spade New York sees digital product configuration as a competitive differentiator. The assets capability for dynamic and personalized media in Adobe Experience Manager is used throughout the company's e-commerce sites, empowering customers to interact with products dynamically, see alternate views with different colors and patterns, and view their custom designs from any angle.

To create the weekender bag configurator, Kate Spade Saturday worked with Adobe Consulting to analyze up-front requirements and design an engaging experience. Today, Kate Spade Saturday sends raw images to Adobe, where a team of experts fine-tunes and prepares production images using Adobe Photoshop CC software.

The images are then uploaded to a site for easy online use by Kate Spade Saturday and its third-party design firm, Precision Design Studios. The powerful image rendering engine in Adobe Experience Manager helps ensure that images are generated properly and presented reliably for viewing across devices and channels, from mobile devices to social networks.

Unparalleled product options

With the automated workflow supported by Adobe solutions, Kate Spade can present consumers with fresh choices that change with seasons and can be tailored to geographies with ease and speed.

Presenting dozens of color and fabric choices across multiple products in the past would have required a virtually impossible and prohibitively expensive number of photo shoots. For example, there are five design elements on each bag on which to choose a pattern, which would ordinarily translate into having to render almost 10 million static images, just to present customers with all the possible variations.



SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Experience Manager solution. Capabilities used include:
- Assets: dynamic and personalized media

For more information

www.adobe.com/solutions/customer-experience/web-experience-management

www.adobe.com/solutions/digital-marketing.html

With Adobe Experience Manager, the team has to manage only the basic product images, colors, and patterns—and then can rely on the Adobe solution to dynamically render images on the fly, complete with accurate texture, shading, and other real-life elements.

The interactive experiences that customers enjoy on the Design a Weekender Bag provide Kate Spade Saturday with critical benefits. The popular site engages customers with the company's brand and helps boost conversions. At the same time, the Kate Spade Saturday team can continually offer and update a wider array of product options, while lowering the cost of doing business.

For instance, instead of manufacturing dozens of bags in different configurations and keeping them in stock for future sales, the company can create custom bags in response to customer orders. Fabrics can also be ordered on-demand, so there is no need to maintain a large stock of inventory and potentially dispose of it as tastes and seasons change.

"Working with Adobe and using the assets capability for dynamic and personalized media in Adobe Experience Manager, we can present uniquely interactive experiences online across our brands, even during high-traffic periods such as the holidays. We have a lot more flexibility to add and update our styles in time with the seasons and customer demands," Sebelle says.



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com