Kate Spade New York Names Jonathan Saunders Executive Creative Director

July 21, 2026

This appointment signals Kate Spade's next creative chapter, connecting its rich heritage and uplifting vision of luxury with a new generation

- **Jonathan Saunders named Executive Creative Director of Kate Spade New York, effective August 26, 2026**
- **Saunders brings a design philosophy centered on modern femininity, wit, and heritage-driven storytelling and aims to honor Kate Spade's 30-year brand codes while defining its next creative era**
- **Saunders will oversee product design and brand visual identity, reporting directly to Kate Spade Brand President & CEO Eva Erdmann**
- **He joins Kate Spade after 20+ years at brands including Alexander McQueen, Diane von Furstenberg, Calvin Klein, Tiffany & Co., Pucci, and most recently as Chief Creative Officer of & Other Stories**

NEW YORK--(BUSINESS WIRE)--Jul. 21, 2026-- Kate Spade New York, a Tapestry (NYSE:TPR) brand, today announced the appointment of Jonathan Saunders as Executive Creative Director, effective August 26, 2026. With a deep understanding of the brand's DNA, Saunders brings a modern view of youthful femininity and a creative vision that honors Kate Spade's heritage while ushering in the brand's next era.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20260721681663/en/

Jonathan Saunders

Saunders will lead the brand's direction across product design and visual identity, reporting to and partnering closely with Brand President & CEO Eva Erdmann. Saunders has spent two decades working across some of fashion's most storied names, including Diane Von Furstenburg, Calvin Klein, Tiffany & Co., Pucci, and Alexander McQueen, and most recently served as Chief Creative Director at & Other Stories.

"Kate Spade has always stood for positivity, femininity and a touch of wit," said Eva Erdmann, CEO of Kate Spade New York. "Jonathan shares our consumer obsession, and he understands the heart of our brand. He's also a collaborative leader and I'm excited to work together to introduce an uplifting vision of luxury to a new generation of consumers."

"Kate Spade is iconic, and it's an honor to step into a brand that has such a strong identity and deep emotional connections," said Jonathan Saunders. "The brand has a genuine point of view, rich brand codes steeped in its 30-year history, and infinite potential. I'm looking forward to immersing in the brand heritage and connecting that soul with today's consumers. I'm thrilled to join the team that's shaping Kate Spade's joyful future."

Saunders was born in Glasgow, Scotland and is a graduate of Central Saint Martins, University of the Arts, London. He will be relocating to New York to work from the Kate Spade headquarters in Hudson Yards.

About Kate Spade New York
Since 1993, Kate Spade New York has believed that style is a language of optimism, with the power to spark joy that spreads. Today, we're creating a world that feels uplifting, where luxury and warmth coexist. Our handbags, clothes, shoes, jewelry and more are classics with a twist, balancing craft with a playful spirit through thoughtful function, intentional color, and unexpected details—they're pieces made to live with easily and love endlessly. In everything we create, we ignite a spark, turning the everyday into something more beautiful. Kate Spade New York is part of the Tapestry house of brands.

About Tapestry, Inc.
Our global house of iconic accessories and lifestyle brands unites the magic of Coach and Kate Spade New York. Together, we stretch what's possible – advancing brands further than they could go alone, expanding their reach to new geographies and generations. Inspired by our consumers, we create experiences and products that build lasting brand love and elevate everyday life. To learn more about Tapestry, please visit www.tapestry.com. For important news and information regarding Tapestry, visit the Investor Relations section of our website at www.tapestry.com/investors. In addition, investors should continue to review our news releases and filings with the SEC. We use each of these channels of distribution as primary channels for publishing key

information to our investors, some of which may contain material and previously non-public information. The Company's common stock is traded on the New York Stock Exchange under the symbol TPR.

This information made available in this press release may contain forward-looking statements based on management's current expectations. Forward-looking statements include, but are not limited to, the statements regarding long-term performance and statements that can be identified by the use of forward-looking terminology such as "may," "can," "if," "continue," "project," "assumption," "should," "expect," "confidence," "goals," "trends," "anticipate," "intend," "estimate," "on track," "future," "well positioned to," "plan," "potential," "vision," "position," "deliver," "believe," "seek," "see," "will," "would," "uncertain," "achieve," "strategic," "growth," "target," "guidance," "forecast," "outlook," "commit," "innovation," "drive," "leverage," "generate," "enhance," "effort," "progress," "confident," "amplify," "we can stretch what's possible," similar expressions, and variations or negatives of these words. Future results may differ materially from management's current expectations, based upon a number of important factors, including risks and uncertainties such as the impact of international trade disputes and the risks associated with potential changes to international trade agreements, including the imposition or threat of imposition of new or increased tariffs or retaliatory tariffs implemented by countries where our manufacturers are located as well as the imposition of additional duties on the products we import, economic conditions, recession and inflationary measures, risks associated with operating in international markets, including currency fluctuations and changes in economic or political conditions in the markets where we sell or source our products, the ability to anticipate consumer preferences and retain the value of our brands and respond to changing fashion and retail trends in a timely manner, including our ability to execute on our e-commerce and digital strategies, the impact of tax and other legislation, the ability to successfully implement the initiatives under our 2028 Amplify growth strategy, the effect of existing and new competition in the marketplace, our ability to successfully identify and implement any sales, acquisitions or strategic transactions on attractive terms or at all, our ability to achieve intended benefits, cost savings and synergies from acquisitions, our ability to control costs, the effect of seasonal and quarterly fluctuations on our sales or operating results; the risk of cybersecurity threats and privacy or data security breaches, our ability to satisfy our outstanding debt obligations or incur additional indebtedness, the risks associated with climate change and other corporate responsibility issues, our ability to protect against infringement of our trademarks and other proprietary rights, and the impact of pending and potential future legal proceedings, etc. Please refer to the Company's latest Annual Report on Form 10-K and its other filings with the Securities and Exchange Commission for a complete list of risks and important factors. The Company assumes no obligation to revise or update any such forward-looking statements for any reason, except as required by law.

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Source: Tapestry, Inc.