



ROYAL HAWAIIAN
SHOPPING CENTER

NEWS RELEASE

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KATE SPADE FLAGSHIP STORE NOW OPEN AT ROYAL HAWAIIAN SHOPPING CENTER

Exquisite Women's Handbags, Shoes and Lifestyle Items Are Now Available from Top-Designer, kate spade, on the Rodeo Drive of Hawai'i – Kalākaua Avenue

Waikīkī – Royal Hawaiian Shopping Center is proud to announce that the new kate spade flagship store is now open. Internationally known for its timeless, sophisticated designs, the 2,835 sq. ft. flagship store extends from the ground level on Kalākaua Avenue up to the second floor just beneath the future home of Doraku Sushi in the two-story townhouse design employed by all of the Center's luxury retailers. Both levels of kate spade offer shoppers all of the classic handbag and shoe designs, as well as new items exclusive to Hawai'i. The two-level design of the new store is the first of its kind in the United States for the designer, and is the brand's highly anticipated 20th store opening.

"We are so excited to be in the heart of Waikīkī and to be part of such a unique center where we believe kate spade's clients will truly fall in love with our products," said Melissa Farone, Director of Stores for kate spade. "With locations on the West coast and in Asia, we believe that Hawai'i can serve as the central gathering place for our national and international clientele."

The striking storefront features luxurious koa wood panels with Hawaiian floral inlays, which mark the entrance on Kalākaua Avenue just next to The Royal Grove. Glass doors and windows reveal a gallery of kate spade's coveted handbags, shoes and ready-to-wear apparel on the ground floor. Shoppers will also delight in the new line of colorful stationery, home décor and other unique lifestyle items on the second level.

As an added bonus for the avid collector, later this year, kate spade will unveil an exclusive Hawai'i design. The addition of the new flagship kate spade store is part of Royal Hawaiian Shopping Center's \$115 million dollar revitalization.

Recognizing a void in the handbag industry, kate spade set out to reinvent the essential accessory beginning with a satin-finish nylon tote that came in a variety of simple and yet unmatched sets of colors and patterns. Handbags range in price from \$300 to \$4,000 for exotic leathers.

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MANAGED & DEVELOPED BY THE FESTIVAL COMPANIES



“We are so pleased to welcome kate spade to Royal Hawaiian Shopping Center,” said Rosalind Shurgin, CEO of The Festival Companies, manager and developer of the Center. “It is exactly the type of first-class merchant that will contribute to making the Center as a world-class destination. Our merchants provide both visitors and residents with an exclusive shopping experience.”

kate spade joins Royal Hawaiian Shopping Center’s impressive list of luxury retailers along Kalākaua Avenue including Bvlgari, Salvatore Ferragamo, Hermès, Cartier and FENDI.

About kate spade

kate spade was founded in 1993 with six simple handbags that shook up what had been a quiet accessories category. Fourteen years and a handbag revolution later, wit and playful sophistication are hallmarks of everything “kate spade,” a world that now includes bags for day and night, totes and luggage, shoes, stationery, eyewear, and a home collection made up of chic pieces for the table and unique gifts. A strong sense of personal style and a passion for color set the tone for everything Kate does. In addition to fashion accessories, Kate and Andy Spade have brought their sense of humor and creative vision to music, film, and book projects. The Council of Fashion Designers of America honored Kate and her designs with the Perry Ellis New Talent in Accessories Award in 1996 and Best Accessory Designer of the Year Award in 1998. Accolades from the fashion and design communities followed, from inclusion in the Cooper-Hewitt National Design Triennial in 1999 to an Elle Deco International Design Award in 2004. kate spade continues to find inspiration in the everyday and the unpredictably elegant, bringing a graceful, exuberant approach to style and living.

About Royal Hawaiian Shopping Center

Royal Hawaiian Shopping Center, the premier shopping destination in Waikīkī, consists of more than 310,000 square feet along a three-block stretch of Waikīkī’s famed Kalākaua Avenue. The unique four-level Center is undergoing a major multi-million dollar renovation that will transform the dynamics of Waikīkī by offering visitors and kama’āina the largest public gathering space for entertainment and culture. The makeover will restore a Hawaiian sense of place to the physical and operational environments of the Center to host a dynamic mix of 110 world-class retailers, dining and entertainment venues. Completion is slated for first quarter 2008. The Center is situated on more than six acres of prime real estate in Waikīkī and is owned by Kamehameha Schools. To learn more about the Center or its revitalization project, visit www.RoyalHawaiianShoppingCenter.com.

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