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For immediate release:

NEW YORK DESIGNER KATE SPADE TO OPEN BOUTIQUE AT ONE COLORADO IN OLD PASADENA

Pasadena, Calif. (March 2008) -- One Colorado is pleased to announce the opening in May 2008 of a new boutique by handbag and accessories designer Kate Spade.

The store, located at 39 West Colorado Boulevard in Old Pasadena, will feature all lines, including kate spade shoes, eyewear, paper and table top. A limited edition tote bag has been designed to celebrate the opening and will be sold exclusively at the One Colorado boutique while supplies last.

kate spade was founded in 1993 with six simple handbags that shook up what had been a quiet accessories category. Fifteen 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 each kate spade collection. kate spade continues to find inspiration in the everyday and the unpredictably elegant, bringing a graceful, exuberant approach to style and living.

One Colorado is an outdoor shopping, dining and entertainment district spanning one city block in Old Pasadena, between Colorado Boulevard, Union, Delacey and Fair Oaks. This award-winning destination unites the urban environment of 17 historic buildings with 25 contemporary fashion and dining attractions, including kate spade, Armani A/X, Sushi Roku and Crate and Barrel. The One Colorado Courtyard, designed in the tradition of European town squares, is Old Pasadena's main public space for film festivals, live music, high-quality fine art markets and internationally renowned art installations. www.onecolorado.com

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