



Starbucks Coffee Company

Fact Sheet: Charlotte Ronson for Starbucks – Summer 2013

June 2013

Inspired Design by Charlotte Ronson for Starbucks

This summer, Starbucks customers and Charlotte Ronson fans will delight over the special Charlotte Ronson for Starbucks® Limited Edition Designer Ceramic Mug. Designed exclusively for Starbucks, this beautiful mug is sure to be a “must have” summer accessory and collector’s item.

The new ceramic mug from Charlotte Ronson is a whimsical, beautiful and limited-edition item that will resonate both with Starbucks customers as well as Charlotte Ronson fans. The Charlotte Ronson for Starbucks® Limited Edition Designer Ceramic Mug will be available at StarbucksStore.com beginning June 4, 2013 and in participating Starbucks® retail locations in the U.S. and Canada beginning June 25, 2013.

Charlotte Ronson for Starbucks Ceramic Mug



Add a new high fashion accessory to your collection this summer! Inspired by sunny days and lazy summers, the Charlotte Ronson for Starbucks® Limited Edition Designer Ceramic Mug depicts a sketch of a woman falling asleep on a bed of daisies while enjoying the sunshine. Charlotte Ronson’s signature colorful floral print is incorporated along with the sketch to capture the moment.

This one-of-a-kind ceramic mug features a sophisticated and feminine design that is timeless – perfect as a gift or a summer accessory for any fashion and style enthusiast.

Charlotte Ronson for Starbucks® Limited Edition Designer Ceramic Mug, Suggested Retail Price: \$14.95 U.S. and \$16.95 Canada

Available at participating U.S. and Canada company operated and licensed stores and online at StarbucksStore.com.

Design Inspiration

“Fashion is a form of expression. You want to wear something because it speaks to you and you love it. When designing I keep myself and my friends in mind. I’m inspired by surroundings especially art, movies and music.

– Charlotte Ronson

Born in London into an artistic family and raised in New York, Charlotte Ronson followed the tradition by developing her own unique style at an early age. In 2000, Ronson launched her first collection, C. Ronson, which gained instant recognition and the attention of renowned publications. In May 2002, Ronson opened her flagship boutique in New York’s hip Nolita neighborhood. In late 2009, Charlotte and Aaron became partners and established Charlotte Ronson International headquartered in New York City. With Charlotte Ronson’s sense of style and Aaron Nir’s savvy business sense this dynamic team has created a powerful brand with widespread recognition and huge potential. Charlotte Ronson has become one of the most sought after American womenswear designers and her New York Fashion Week runway shows are a must see event. In 2011 Charlotte Ronson was inducted into the CFDA.

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For More Information

If you have questions or need more information, you may contact (206) 318-7100 or press@starbucks.com.

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