



# COACH

LAND

BY SARAH CHUN

# MOOD



# BOARD





# 12 Strategies

## Interior

The interior of the retail space is designed to provoke the 5 senses and for people to feel emotions.

## Experience

The experience offered engages consumers on a personal level and builds consumer allegiance.

## Digital Landscape

Coach Land targets Gen Z consumers by using social media marketing and technology and innovation.

# NOSTALGIA

01

Coach Land is a retail concept that transforms Coach into an immersive playground of luxury. This isn't just a store. It's a world where every visitor is the main character, every corner tells a story, and every product becomes a part of your personal journey.



The bright, lively atmosphere doesn't just stimulate the 5 senses individually, it triggers a memory rooted deep inside you that is a combination of the 5 senses. It sparks nostalgia. It taps into the joy of childhood, where creativity knew no limits. In this world, everyone is a kid again, stepping into a game of make-believe, like playing dress-up in a dream closet or wandering through an imaginative storybook come to life.



## COACH MAP

02

Coach Map is an interactive digital guide, enhanced with AR, that seamlessly directs you through the vibrant districts of Coach Land.

It is accessible on mobile devices and also allows consumers to schedule private shopping appointments with the team.

03 COACH FACTORY

04 PRE-LOVED PIECES



Coach Factory is a space within the store where customers can personalize their bag, choosing from Coach's signature chains, charms, and monogram.

Consumers can also bring in pre-loved pieces and give them a fresh life. This promotes a circular product lifecycle and mindful living.





COACH CONCEIRGE AT YOUR SERVICE

“HOW CAN I ASSIST YOU TODAY?”

STYLE

RECOMMENDATIONS

DISCOVER

FIND OFFLINE / IN-STORE

# COACH CONCIERGE

Discovers the perfect items

Provides expert styling tips

Exclusive recommendations

Delivers real-time information



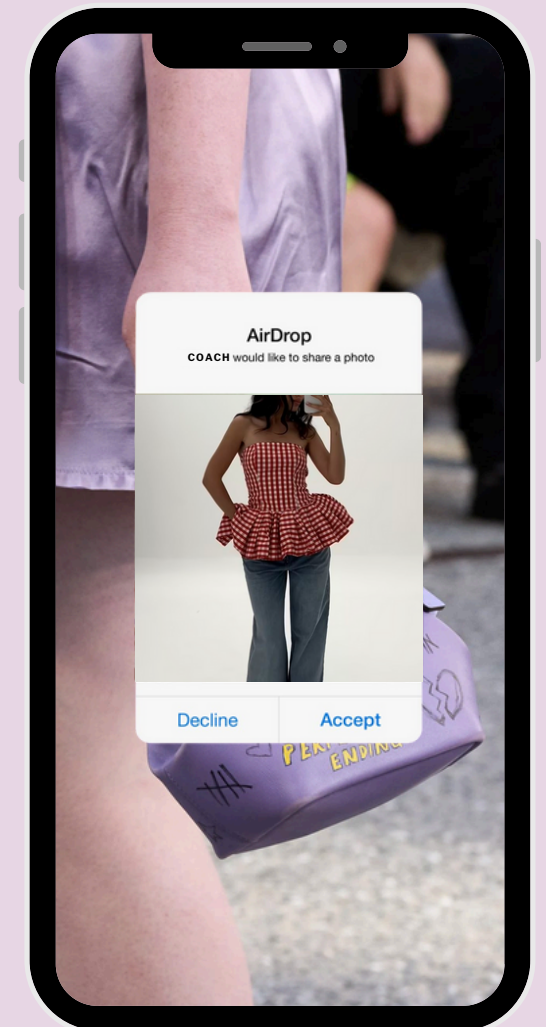


## SMART MIRRORS

06

There are smart mirrors placed in changing rooms. It can assist customers with sizing, detailed product information and suggestions.

Visitors can also take photos in the changing room and have it send to the phone which they can post on social media to create UGC.





07

## COACH CAFE

The café area is perfect for those looking for a break mid-shopping. The colorful and whimsical atmosphere captures the heart of Gen Z.

# COACH POST OFFICE

08

Coach Post Office is where customers can wrap up their journey in Coach Land.



Here, a gift becomes more than just an item—it carries a message. Selection of ribbons and cards await the customers. The staff will beautifully wrap the gift and seal your message with care, ensuring that every package tells a story worth remembering.

# COACH PASSPORT

## Digital Product Passport

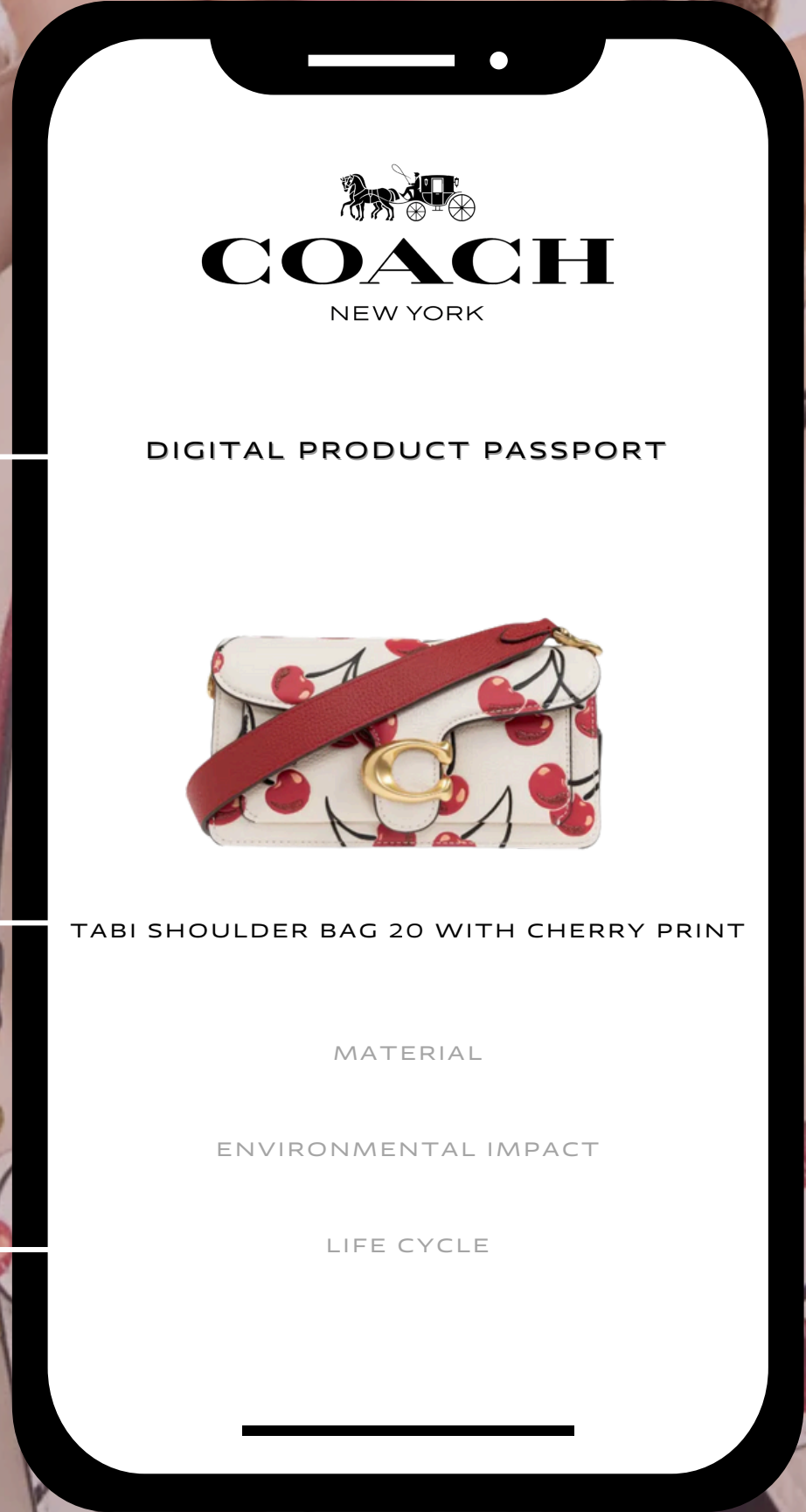
This DPP offers consumers with accurate details.

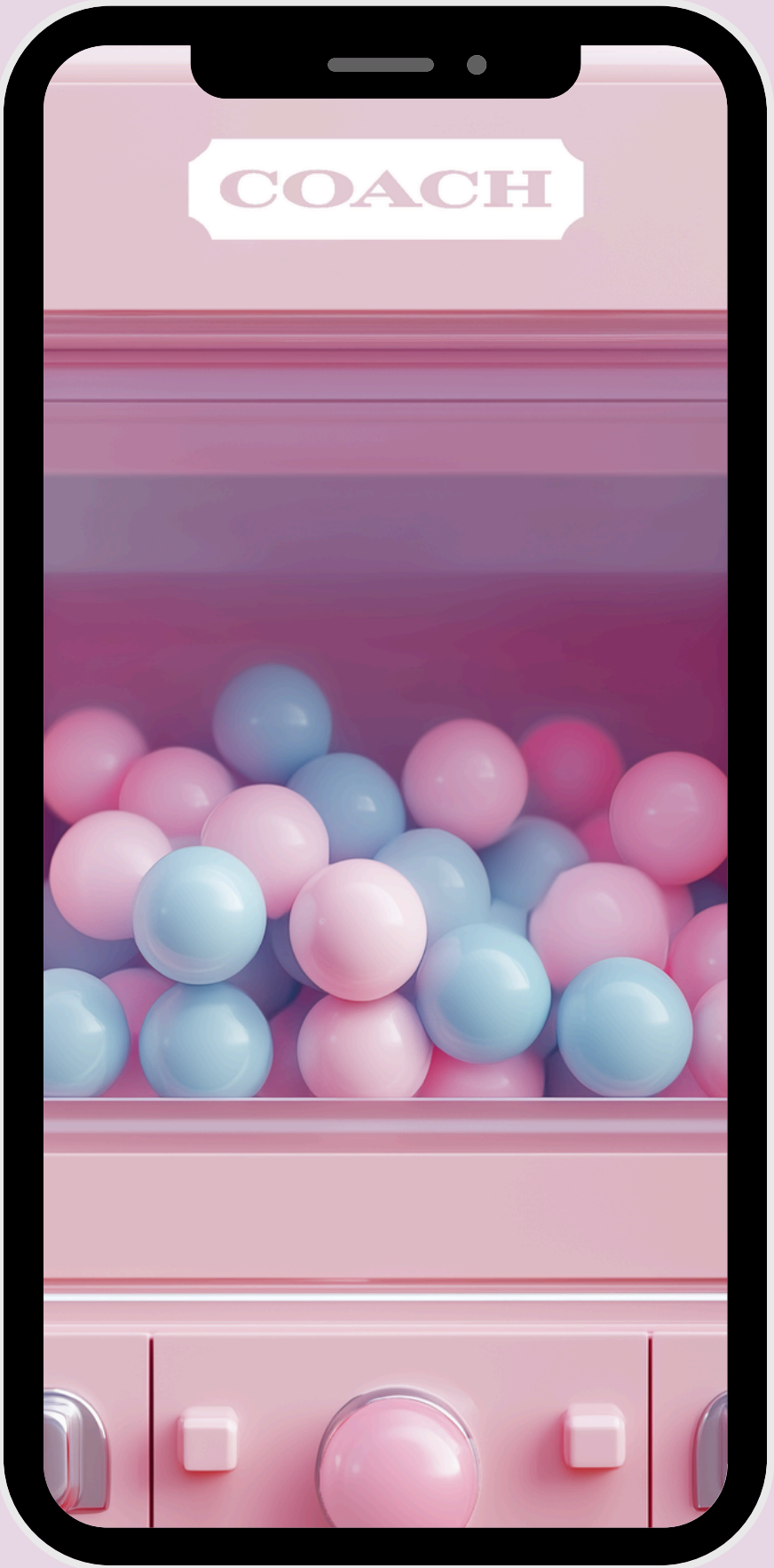
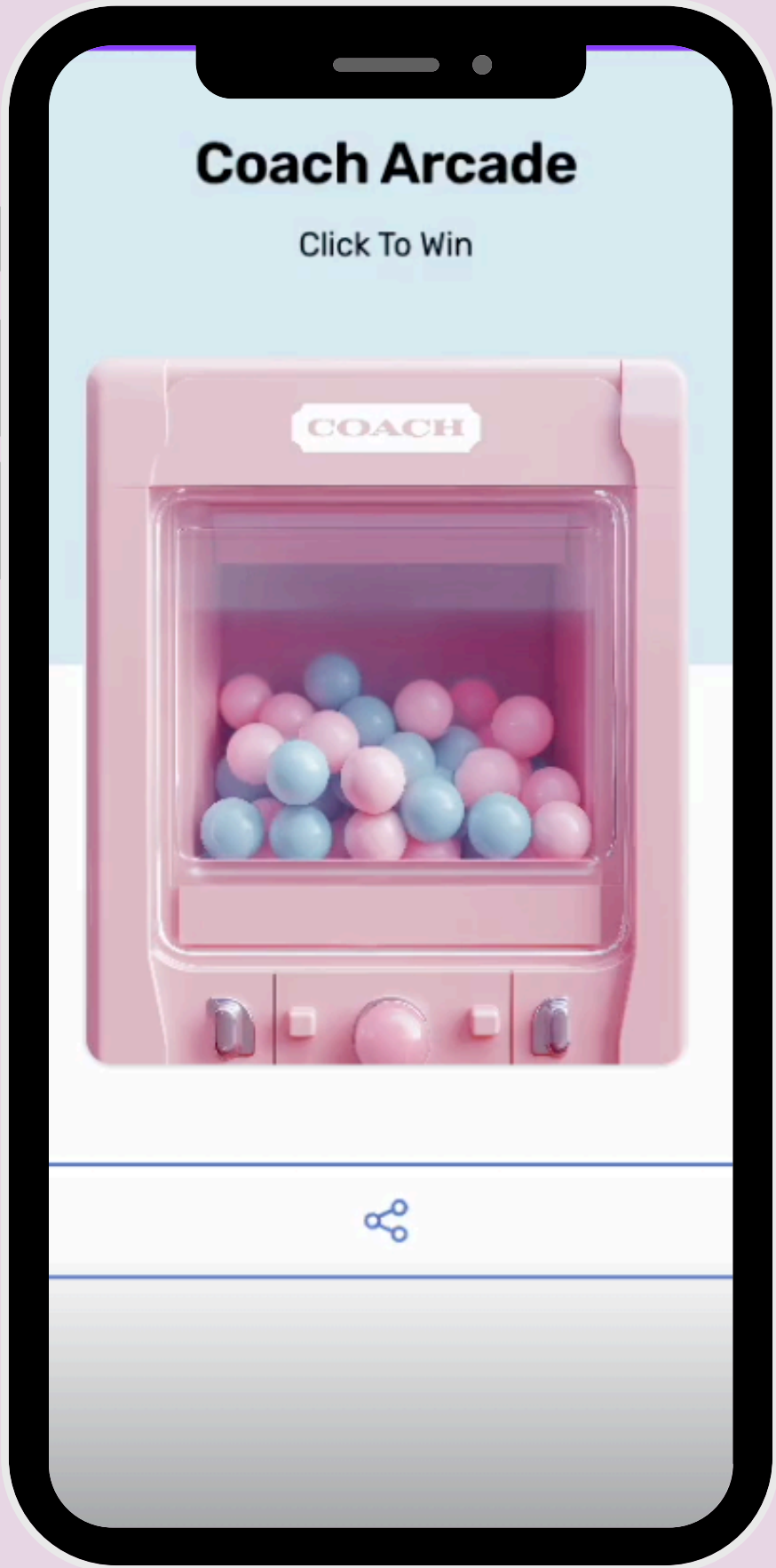
## Product Information

It holds information regarding the material and date purchased.

## Sustainability

The Coach Passport holds data on the brand's sustainability initiatives for transparency.





# COACH ARCADE

How to Access:  
QR Code

How to Play:  
Click the screen

Prizes:  
'Try Again' or 'Coach Keychain'

Goals:  
Engage  
Reward  
Delight



# CAPTURE COACH

11

Inspired by Coach's 'Unlock Your Courage' series

Gamified experience

Bag becomes a fictional character

Boost brand visibility

Social media engagement

# 12 CLOSE FRIENDS

Exclusive shopping experience

Early Access to limited edition drops

Sneak peeks and Special events

Personalized styling

Tailored promotions

Priority access to best offerings





THIS RETAIL STRATEGY OPENS THE DOOR FOR BRAND EXTENSIONS, SUCH AS INTRODUCING COACH CAFES WITHIN EXISTING STORES OR LAUNCHING COACH LAND POP-UPS IN OTHER CITIES.

THESE INITIATIVES CAN DRIVE PRODUCT EXPANSION BY LEVERAGING DATA FROM COACH FACTORY, COACH CONCIERGE, SMART MIRRORS, AND COACH PASSPORT TO GAIN INSIGHTS INTO CUSTOMER PREFERENCES.



THANK YOU

COACH X WINDOWSWEAR