



Proposal for: Increasing Sales and Staying on Top of Mind of Gen-z

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PROPOSAL STRUCTURE

The following proposal is divided into 3 pillars -Experiential Storytelling, Gamified & Digital Innovation, and Customization & Sustainability—which are all essential to how Gen Z connects with brands: they want culture, interactivity, and value-driven fashion.

EXPERIENTIAL STORYTELLING

Gen Z craves immersive, shareable moments. These are immersive experiences that make Coach feel like a cultural moment and bring Coach's heritage to life in a fresh, interactive way.

GAMIFIED & DIGITAL INNOVATION

This generation loves tech-driven, playful shopping. This is why tech-driven engagement & interactive retail will make Coach feel dynamic and modern in the digital world.

CUSTOMIZATION & SUSTAINABILITY

Personalization & ethical fashion is key to deepen emotional connection to build long-term loyalty. This will turn Coach into a brand that reflects their values.



By merging culture, interactivity, and purpose, Coach becomes a lifestyle, not just a label... exactly what Gen Z wants.

COACH: THROUGH THE AGES



The “Coach Through the Ages” Experience: Customers enter a sleek, futuristic time portal, surrounded by warm lighting, mirrored reflections, and a digital countdown. A Coach guide welcomes them, briefly explaining their journey through Coach’s history, from past to future. As vintage and futuristic visuals shift around them, anticipation builds. Suddenly, a circular door slides open, revealing the main exhibition—a glowing pathway leading into Coach’s evolving legacy. With each step forward, time unfolds, and the adventure begins.

COACH: THROUGH THE AGES

Create an experiential pop-up featuring an exhibit of retro pieces from Coach's archives and modern collections. Include VR experiences, and intergenerational storytelling spaces. A strategic launch date could be Coach's 85th anniversary next year!

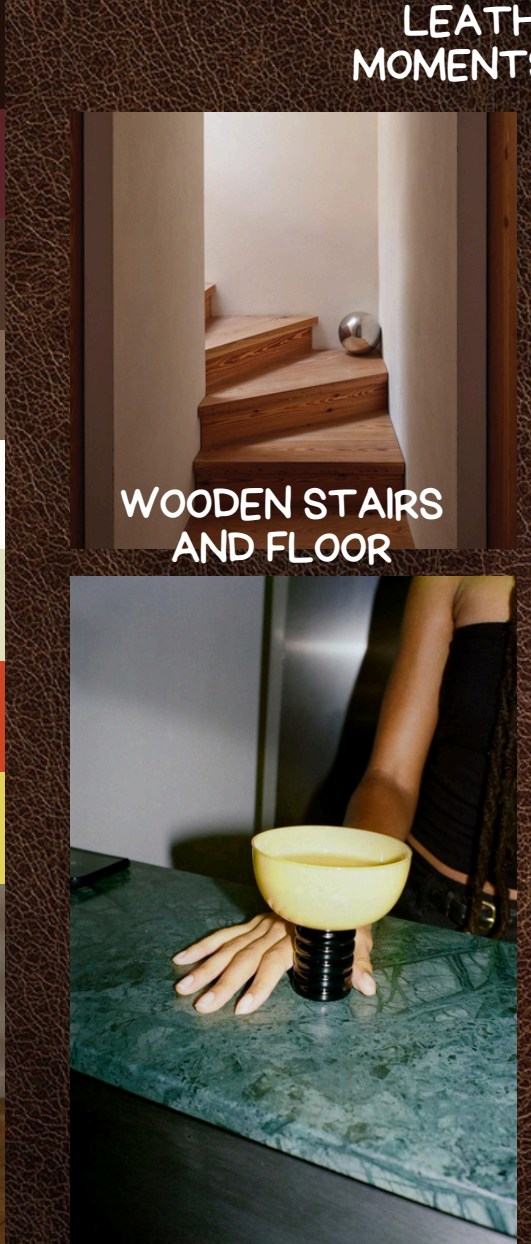
WHY?

Captures Gen Z's attention by blending nostalgia and cutting-edge experiences.

HOW?

"Coach: Through the Ages" pop-ups in key cities, combining nostalgic elements with futuristic interactive features like AI-generated retro filters for social media sharing.

COACH x AIRBNB: MOODBOARD



COACH X AIRBNB

Imagine stepping into a home where every detail whispers Coach's iconic design narrative—luxurious textures, artful craftsmanship, and a subtle nod to playfulness—blended seamlessly into a modern, vibrant setting. This isn't just a stay; it's an immersive experience that redefines travel for the modern generation. A select number of Airbnb homes in trendsetting cities are reimaged as Coach sanctuaries. Each property is uniquely styled to reflect a specific aspect of Coach's heritage—whether it's a nod to vintage elegance or a burst of modern, urban chic.

WHY?

Gen Z values authentic, immersive travel experiences over conventional luxury. By partnering with Airbnb, Coach taps into a platform known for unique, home-away-from-home stays that feel personal and local.

HOW?

Curated stays and exclusive pop-up events allow for a high degree of personalization—a key factor for Gen Z consumers who seek meaningful, tailor-made experiences.

COACH AROUND THE WORLD



Brazilian Music Nights



French Art Exhibits

COACH AROUND THE WORLD

Offer localized store experiences to connect with international customers. Customize international flagship store designs and product assortments to reflect the local culture while maintaining Coach's brand DNA. For example, create Brazil-specific designs featuring tropical patterns or colors for the São Paulo store. For European events highlight local architecture, art or history in the Paris store.



WHY?

Localized offerings resonate deeply with culturally aware Gen Z consumers, enhancing emotional connections with the brand.

HOW?

Campaign featuring international ambassadors (E.g Livia Nunes for Brazil) and localized activations around the world such as music nights in Brazil or art exhibits in Europe.

COACH COFFEE SESSIONS

Where style and culture brews



COACH COFFEE SESSIONS



Coach Coffee Sessions isn't just about coffee—it's a cultural moment. By blending café culture, music, and creativity, this event cements Coach's place in the Gen Z lifestyle in a natural, engaging way. It's stylish, social, and shareable—everything Gen Z loves.

WHY?

By embedding Coach into a lifestyle moment, rather than just a purchase, Gen Z builds a deeper connection with the brand.

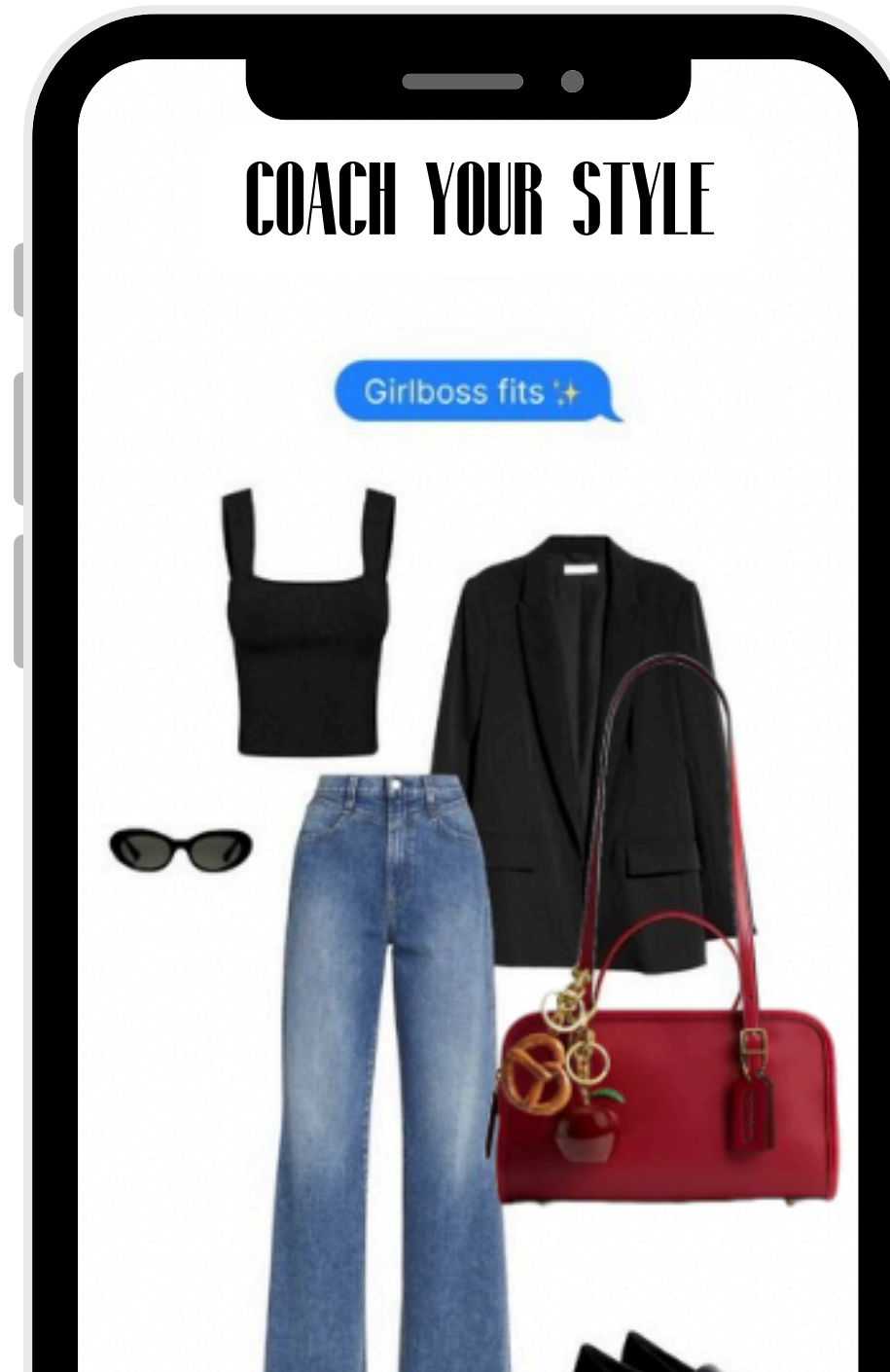
HOW?

Partner with trendy cafés in major cities (e.g., Cha Cha Matcha NYC, Alfred Coffee LA, % Arabica Tokyo, Sant Ambroeus Milan) to transform them into Coach-branded day party spaces.

COACH YOUR STYLE



Launch "Coach Your Style," an AI-powered virtual stylist integrated into the Coach app and website. This tool provides curated outfit recommendations using Coach products based on personal preferences, lifestyle, and occasions. Incorporate augmented reality (AR) to let customers virtually try on items.



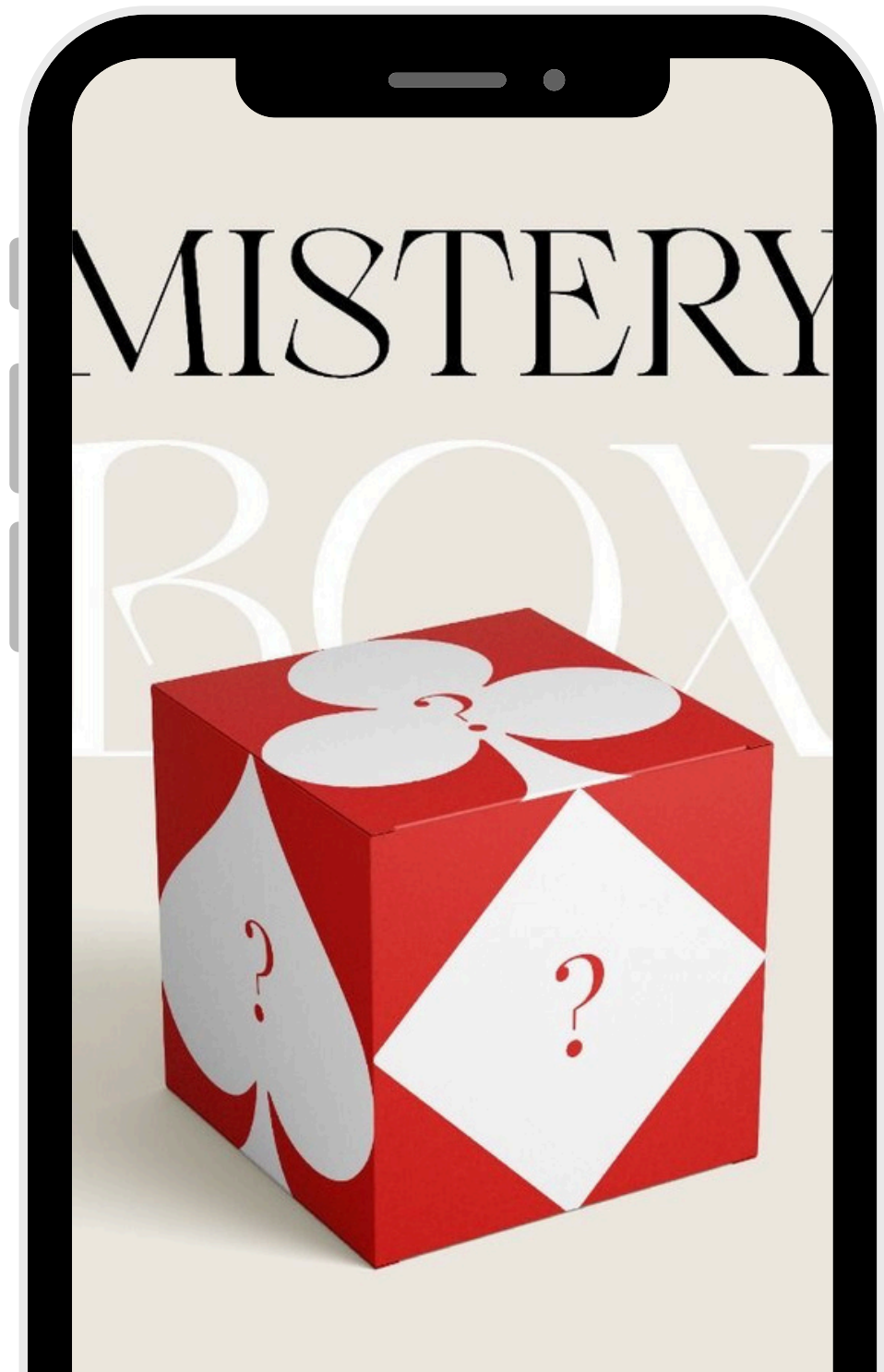
WHY?

Reduces decision fatigue in a saturated market and Gen Z's desire for personalization, using tech-savvy solutions to enhance customer engagement and conversion rates.

HOW?

A social media campaign featuring influencers demonstrating how AI enhances their wardrobe choices to plan outfits for events, travel, and daily wear.

MYSTERY DROP BOX



**Something big is
coming...**

but you won't know what it is until it
arrives

MYSTERY DROP BOX

This is more than just a shopping experience—it's a luxury treasure hunt that fuses gamification, exclusivity, and craftsmanship.

1. Standard Mystery Box: Affordable, containing small luxury accessories (cardholders, charms, scarves).
2. Exclusive Mystery Box: Higher value, featuring bags, leather goods, or collaborations.
3. Golden Ticket Box: Ultra-limited, containing rare archive pieces, one-of-a-kind designs, or VIP experiences.

Some boxes may contain Coach (Re)Loved pieces (reworked vintage items) to reinforce the brand's commitment to sustainability.

WHY?

Gen Z loves limited-edition releases and the thrill of exclusivity. The "Coach Mystery Drop Box" brings the thrill of discovery to luxury fashion, blending surprise, craftsmanship, and collectibility into one exciting experience.

HOW?

Customers purchase a sealed luxury box, knowing only that each one contains a curated mix of Coach items, from leather goods to limited-edition accessories.

Every box is a different experience, ensuring an element of mystery and uniqueness

ASMR: THE SOUND OF CRAFTSMANSHIP



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Experience Coach through sound. The Coach "ASMR In-Store Experience" transforms shopping into a multi-sensory journey, allowing customers to hear, feel, and connect with the artistry behind every Coach piece. How? By letting customers hear leather being worked on, metal clasps clicking, and monogram stamping. The calming, sensory nature of ASMR makes people linger, increasing engagement and potential purchases. This can be further expanded into a TikTok series.

WHY?

It's a modern approach to highlight Coach's heritage through a culturally relevant trend. Integrating it into the in-store experience makes shopping more relaxing, immersive and engaging.

HOW?

Dedicated "Coach ASMR Corners" where visitors can put on high-quality headphones and listen to the sounds of craftsmanship—leather cutting, embossing, stitching, and zippers gliding smoothly

COACH: (not so) BASIC

Establish long-term collaborations with younger, innovative designers who align with Coach's DNA, like Peter Do or Bianca Saunders. These collections would modernize classic designs with edgy yet timeless aesthetics.

WHY?

Maintains relevance with Gen Z and fashion-forward audiences while reinforcing Coach's timeless appeal.

HOW?

"Coach Basics," a bi-quarterly or annually release of co-designed collections with limited quantity in stock.



COACHTOPIA MEMBERSHIP

Introduce a sustainability-focused membership program, targeting Gen Z aspirational customers. Members gain points for sustainable actions, such as purchasing Coachtopia items, trading in pre-loved products, repairing their Coach items, or engaging with eco-friendly initiatives (e.g., recycling programs or sustainability workshops). Points unlock exclusive rewards like early access to collections, limited-edition sustainable designs, and invites to VIP events like sustainable fashion showcases or upcycling workshops.

WHY?

This idea appeals to Gen Z's sustainability values while maintaining Coach's aspirational status. It creates a sense of exclusivity, empowering customers to align luxury purchases with meaningful actions. The gamified, experiential, and reward-based approach keeps the audience engaged long-term, ensuring they remain loyal to the brand.

HOW?

"Your Style, Your Impact" campaign to showcase real members making a difference through the program. Partner with sustainability influencers like **Aditi Mayer** to amplify the campaign's reach, emphasizing how Coach Evolution aligns personal style with global impact.

COACH STUDIO: COLLABORATIONS

Introduce "Coach Studio" a series of collections where creativity meets culture. Partner with Gen Z's favorite contemporary designers or celebrities like Simone Rocha, Sandy Liang, Sabrina Carpenter or Alex Earle to create capsule collections. Capture the creative process to share in clips through TikTok to humanize both the brand and the processes.



WHY?

Maintains relevance with Gen Z and fashion-forward audiences while reinforcing Coach's relevant appeal.

HOW?

"Coach Studio," an annual release of co-designed collections, showcased through exclusive runway events and activations.