

RETAIL

STRATEGY



COACH

GEN Z X COACH: RETAIL REBOOTED



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INTRODUCTION

In an era where Gen Z redefines luxury as a **blend of self-expression, authenticity, and immersive experiences**, Coach is reimagining retail beyond traditional transactions.

This project bridges Coach's iconic heritage with cutting-edge innovation, transforming stores into dynamic spaces where storytelling, personalization, and community collide.

By expanding experiential cafés, implementing hyper-personalized tech integrations, and co-created product journeys, Coach will foster emotional connections that resonate with Gen Z's values of creativity, inclusivity, and digital-first engagement.





Youngji Lee

MOOD BOARD

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CHARGED NOW

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COACH LEATHERWARE

COACH PRESENTS A NEW COLLECTION OF "CASHIN CARRY" BAGS AND ACCESSORIES DESIGNED BY BONNIE CASHIN

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ASHIONED

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TWO DECADES

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IDEA 1: NEW LOCATIONS FOR COACH CAFÉS

Building on the success of Coach's existing cafés in Singapore and Shanghai, it will expand into global fashion capitals like New York, Tokyo, and Milan through ephemeral pop-ups.

Each cafes will celebrate local culture by offering city-specific menus—think Manhattan-inspired espresso martinis or Milanese aperitivos—alongside curated retail displays. Designed as Instagrammable, fashion-forward destinations, the pop-ups blend regional flavors with Coach's aesthetic, inviting Gen Z to savor a taste of the city while engaging with the brand in a playful, shareable way.



IDEA 2: CONCEPT STORES FOCUS ON BRAND STORYTELLING

Position concept stores as educational spaces where products are part of the coach's narrative. **Highlight Coach's heritage** through curated displays of **archival pieces** and **interactive timelines**.

New York City, Coach's birthplace, is the ideal location for this concept store that immerses Gen Z in the brand's 80+ years of craftsmanship and values. This space will bridge heritage and modernity, appealing to Gen Z's demand for transparency, sustainability, and storytelling.

Some experimental designs include:

Material Sourcing Wall

Archive Gallery

Customization Stations



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gallery lighting

interactive screen



model of archive handbag

IDEA 3: AI-POWERED MIRRORS & IMMERSIVE FITTING ROOMS



Designed for Gen Z's love of tech-driven, personalized experiences, this innovation transforms shopping into a dynamic, shareable journey. **AI-powered mirrors sync with your Coach account** to give recommendations based on your style history and you can try the product virtually with the mirror. While immersive fitting rooms let you customize **lighting, music, and scents** to create Instagram-worthy moments. Social sharing tools and real-time collaboration with friends turn trying on clothes into a playful, connected experience—all while highlighting sustainable choices to align with Gen Z's values.

IDEA 4: PRODUCT PERSONALIZATION POP-UPS (DIY CO-CREATION)

Gen Z craves individuality and hands-on creativity, making **DIY workshops** a powerful tool to deepen emotional connections. These pop-ups will position Coach as a facilitator of self-expression, not just a fashion retailer, by letting customers customize products like **bag charms, jacket patches, or leather keychains**. By transforming shoppers into co-creators, the brand fosters pride of ownership and **organic advocacy through UGC**.

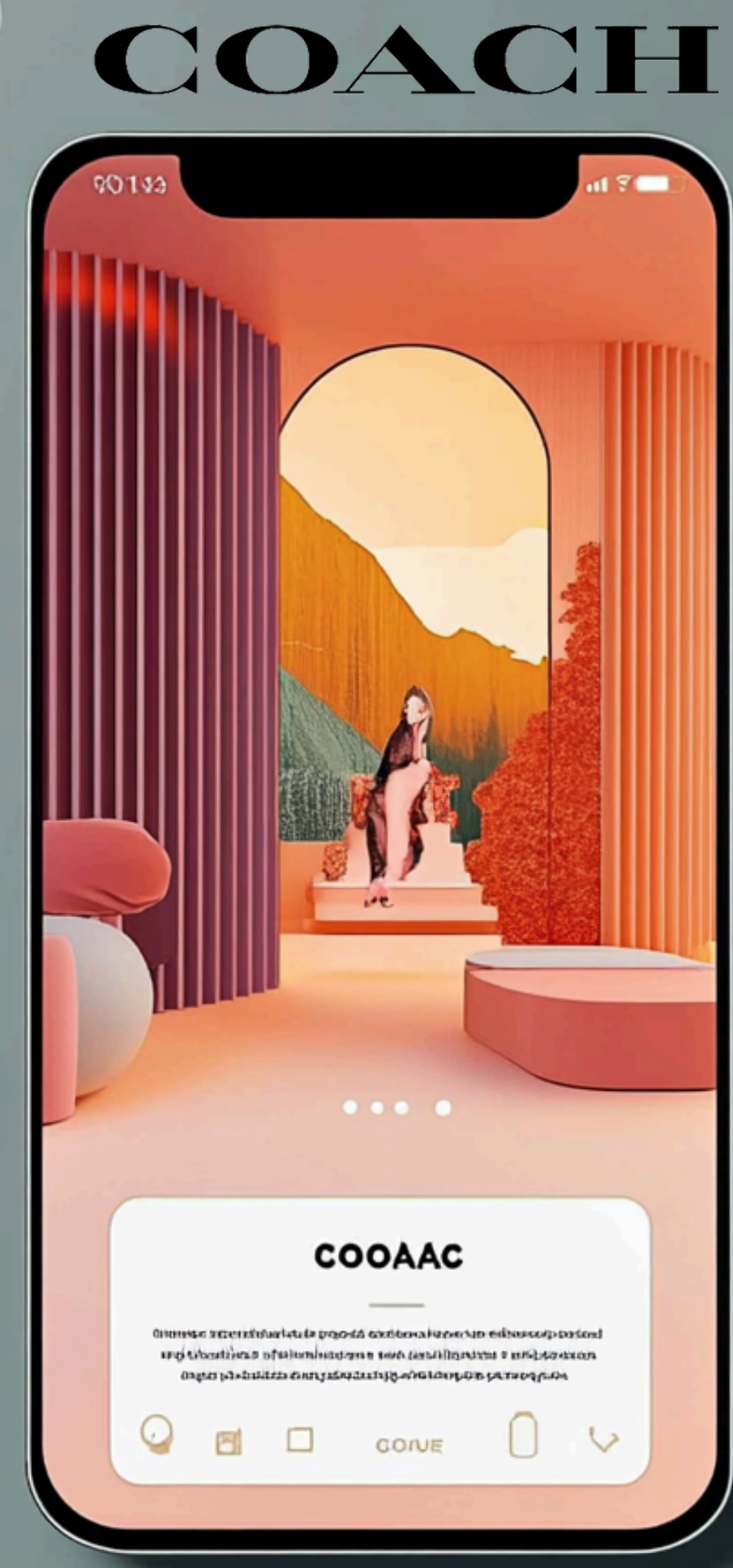


IDEA 5: MOBILE APP

Designed for Gen Z's on-the-go lifestyle, the Coach Connect app seamlessly bridges **digital convenience and in-store magic**.

Customers can log into their COACH account to sync preferences, purchase history, and wishlists across any device in the Coach store for a **streamlined shopping experience**.

Leveraging **demographic insights**, the app intelligently guides you to nearby stores with real-time inventory updates and crowd-level analytics, letting you reserve visits during quieter hours or book one-on-one sessions with personal sales associates.



IDEA 6: DIGITAL IDS: STORYTELLING THROUGH PRODUCT PROVENANCE

In an era where Gen Z demands transparency and emotional resonance, **Digital IDs** transform Coach products into living narratives. By embedding **NFC (Near Field Communication) chips or QR codes** into every item, customers unlock a product's **origin story via Goach App**—from ethically sourced materials to the artisans who crafted it. Each ID reveals:

- **Material Origins:** Interactive maps showing where leather, recycled fabrics, or hardware were sourced.
- **Artisan Profiles:** Short videos of craftspeople explaining techniques (e.g., hand-stitching, dyeing).
- **Carbon Footprint:** Metrics comparing the item's environmental impact to conventional alternatives.

This initiative also enable **seamless ownership transfer**. When reselling via Coach's ecommerce platform, the Digital ID updates automatically, adding the new owner's name and story.



IDEA 7: FRAGRANCE BRANDING: SCENTED MEMORIES

Scent is a powerful, often subconscious driver of memory and loyalty. By crafting **signature fragrances for Coach stores**—infused with notes like aged leather, bergamot, and vanilla—the brand can create an **emotional "scentprint"** that lingers long after customers leave.

Seasonal and regional variations (e.g., spiced cedarwood for fall in NYC, cherry blossom-infused leather for spring in Tokyo) ensure freshness while reflecting local culture, making each visit feel personalized and globally connected.

This strategy taps into Gen Z's desire for immersive, multi-sensory experiences and aligns with their appreciation for authenticity and locality.

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IDEA 8: BRAND EXTENSION ON FRAGRANCE

Followed with idea 7 fragrance branding, leverage scent as a silent storyteller to deepen emotional connections with Coach's products, creating a multisensory brand universe that bridges physical retail, e-commerce, and fragrance launches.

By embedding signature scents into collections and packaging, Coach will tap into Gen Z's love for nostalgia, personalization, and "**small luxuries**" (the "lipstick effect"), positioning fragrance as an accessible entry point into the brand while driving cross-category loyalty.

Include a branded, **recyclable fragrance paper** with every online order, pre-scented to match the purchased collection. This initiative also acts as a **pre-launch marketing** strategy that warms up for the upcoming perfume collection



IDEA 9: APPLE VISION PRO APP: IMMERSIVE 3D EXPERIENCE

Gen Z demands immersive, tech-forward experiences that **blend entertainment, education, and ethical transparency.**

Coach's Vision Pro app bridges this gap by transforming shopping into a **narrative-driven journey.** By leveraging spatial computing, the app caters to Gen Z's love for interactivity, social connection, and brand accountability. Users don't just buy products—they explore Coach's heritage, witness craftsmanship firsthand, and express creativity in virtual spaces.

Customers can navigate **3D-rendered timelines** of Coach's history, interacting with iconic designs in immersive 360° environments. Watch a **documentary** that traces a product's lifecycle through interactive hotspots, highlighting material sourcing and carbon footprint reductions.



IDEA 10: SENSE & SUSTAINABILITY: MULTI-SENSORY STORYTELLING

To resonate with Gen Z's demand for transparency and immersive retail, Coach will merge tactile and visual storytelling to highlight its sustainable practices and craftsmanship. This approach reinforces Coach's commitment to quality and eco-consciousness.

Tactile: Install interactive displays in stores featuring swatches of Coach's sustainable materials—responsibly sourced leather, regenerative leather, and Signature Jacquard. Customers can touch, compare textures, and scan QR codes to learn about sourcing

Visual: Design seasonal installations that pair products with visuals of their origins—e.g., a handbag displayed alongside a projection of the regenerative farm where its leather was sourced, or a jacquard tote backdropped by footage of recycled thread production.



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