

COACHES

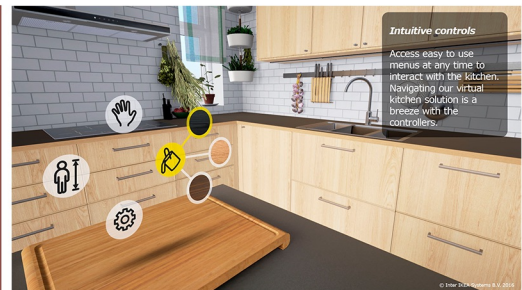
Coach VR Adventure

: Step In, Explore, and Shop

Inspired by,



Just like in Sims 5, customers can explore a virtual world, VR shopping lets them experience new dimensions in retail



IKEA, L'Oreal, and other brands are pushing VR to take us beyond the physical world

"Virtual Shopping: Breaking the Limits"
Offering personalized, immersive, and time-saving shopping experiences



Coach's "Art of Expression" pop-up shop

Coach VR Adventure

: Step In, Explore, and Shop

MOODBOARD





COACH

Coach
New York

Coach
New York



Coach VR Adventure

: Step In, Explore, and Shop



You've Got Mail

: Connection Through Coach's (Re)Loved

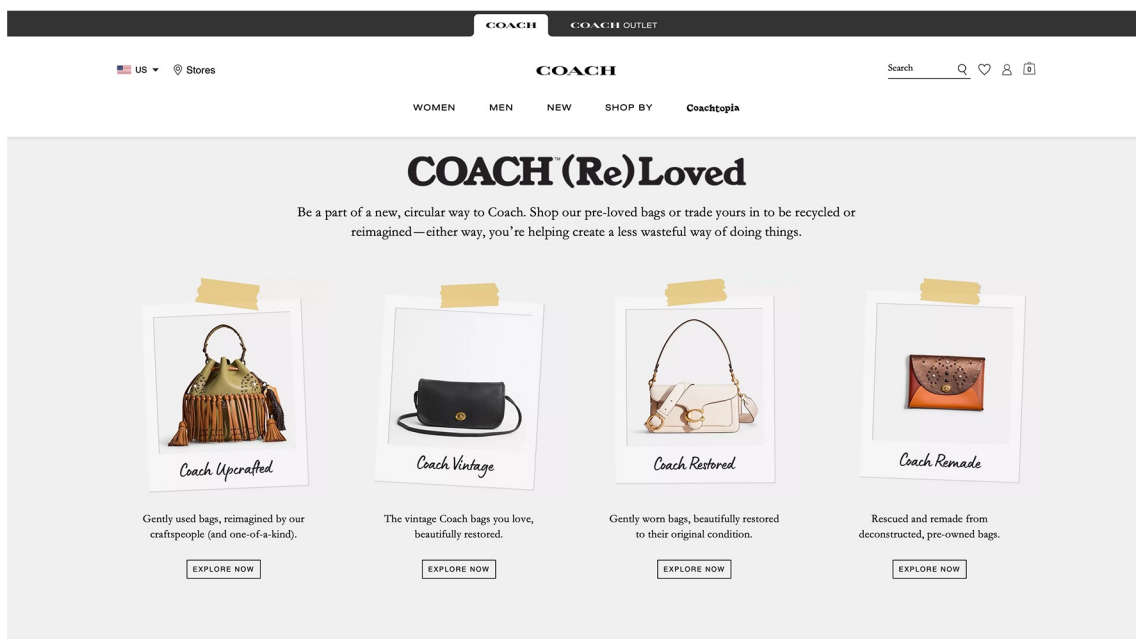
Inspired by,



Inspired by movie "You've Got Mail"
The film's emotional connection through letters



Beyond Simple Transactions
It's not just about buying and selling products; it's about creating a meaningful exchange.



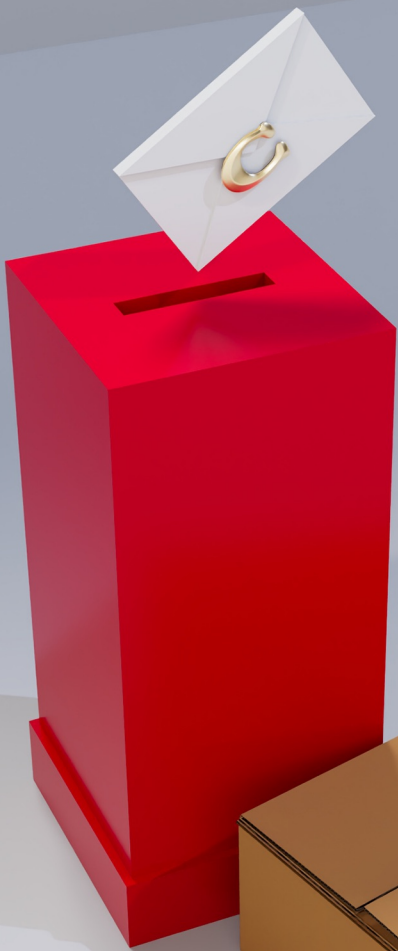
The screenshot shows the Coach website's navigation bar with 'COACH' and 'COACH OUTLET' links. Below the navigation, there are links for 'WOMEN', 'MEN', 'NEW', 'SHOP BY', and 'Coactopia'. The main content area features the heading 'COACH (Re)Loved' and a sub-headline: 'Be a part of a new, circular way to Coach. Shop our pre-loved bags or trade yours in to be recycled or reimaged—either way, you're helping create a less wasteful way of doing things.' Below this, there are four product categories, each with a representative image and a description:

- Coach Upcrafted:** Gently used bags, reimaged by our craftspeople (and one-of-a-kind).
- Coach Vintage:** The vintage Coach bags you love, beautifully restored.
- Coach Restored:** Gently worn bags, beautifully restored to their original condition.
- Coach Remade:** Rescued and remade from deconstructed, pre-owned bags.

Each category has an 'EXPLORE NOW' button.

Coach's "ReLoved" Concept
Encourages deeper emotional connections through pre-loved goods.

The project focuses on passing on memories and emotions, not just items.

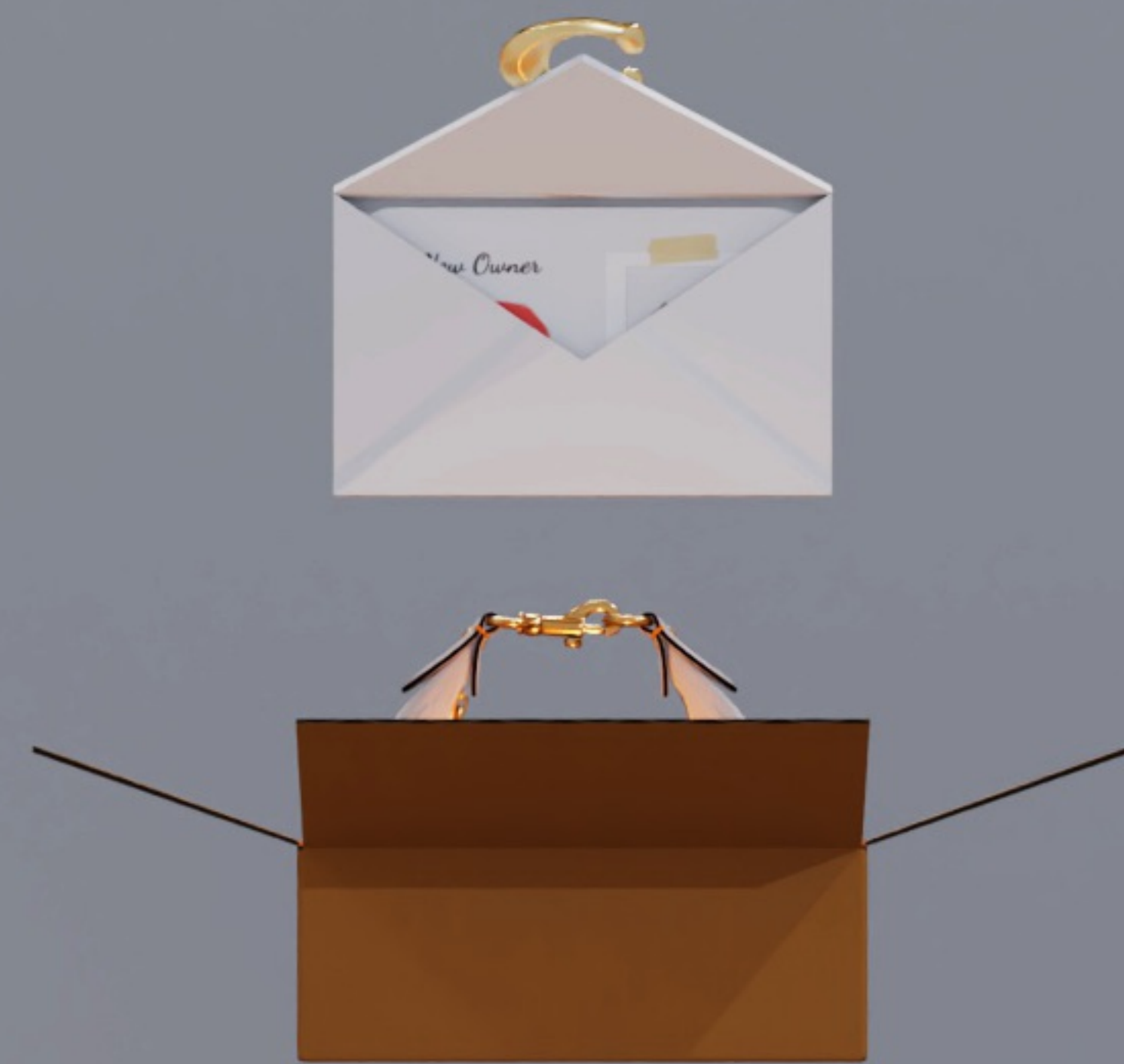
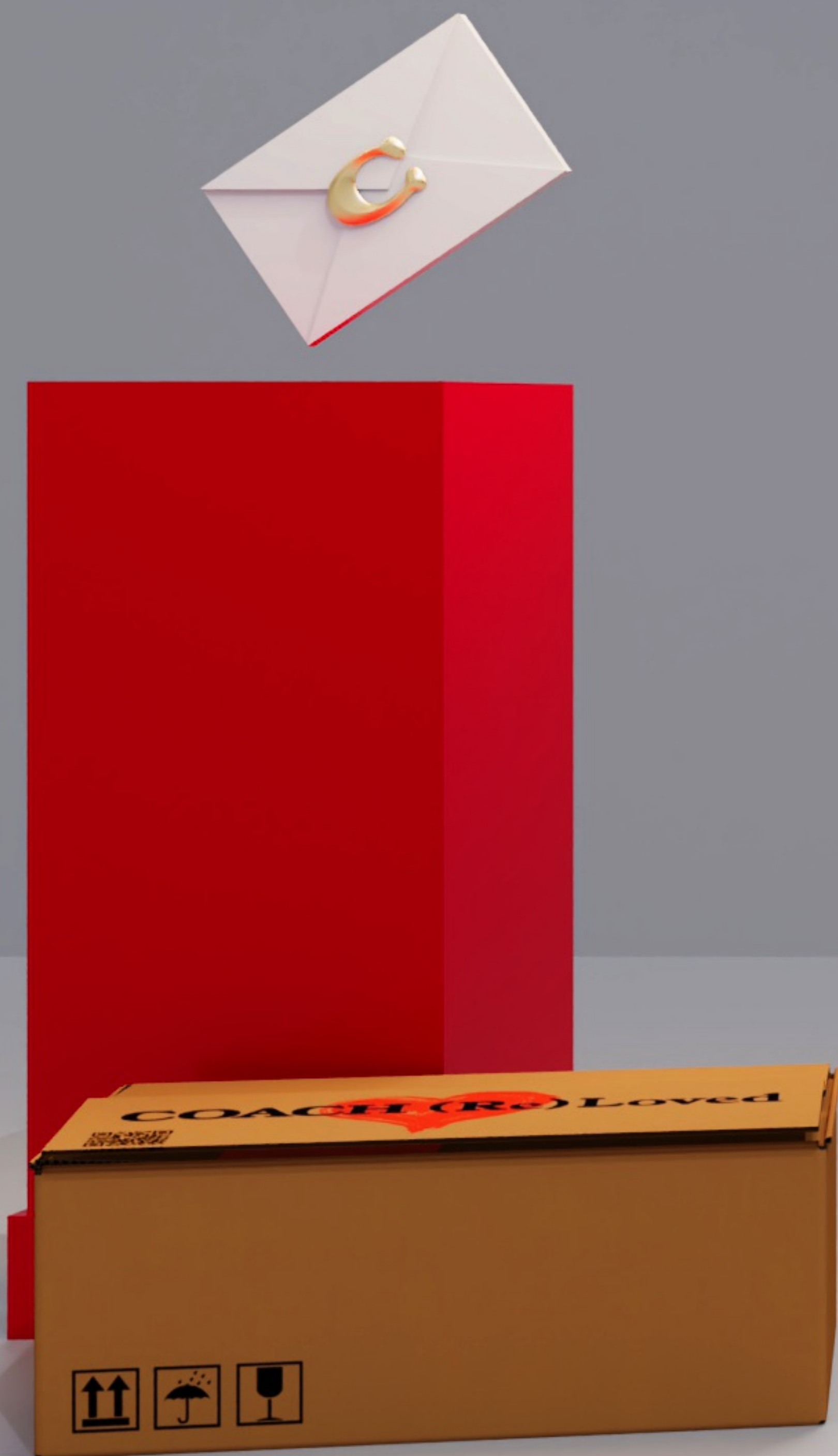


To. New Owner



Restored Jonie Bag

From. Previous Owner

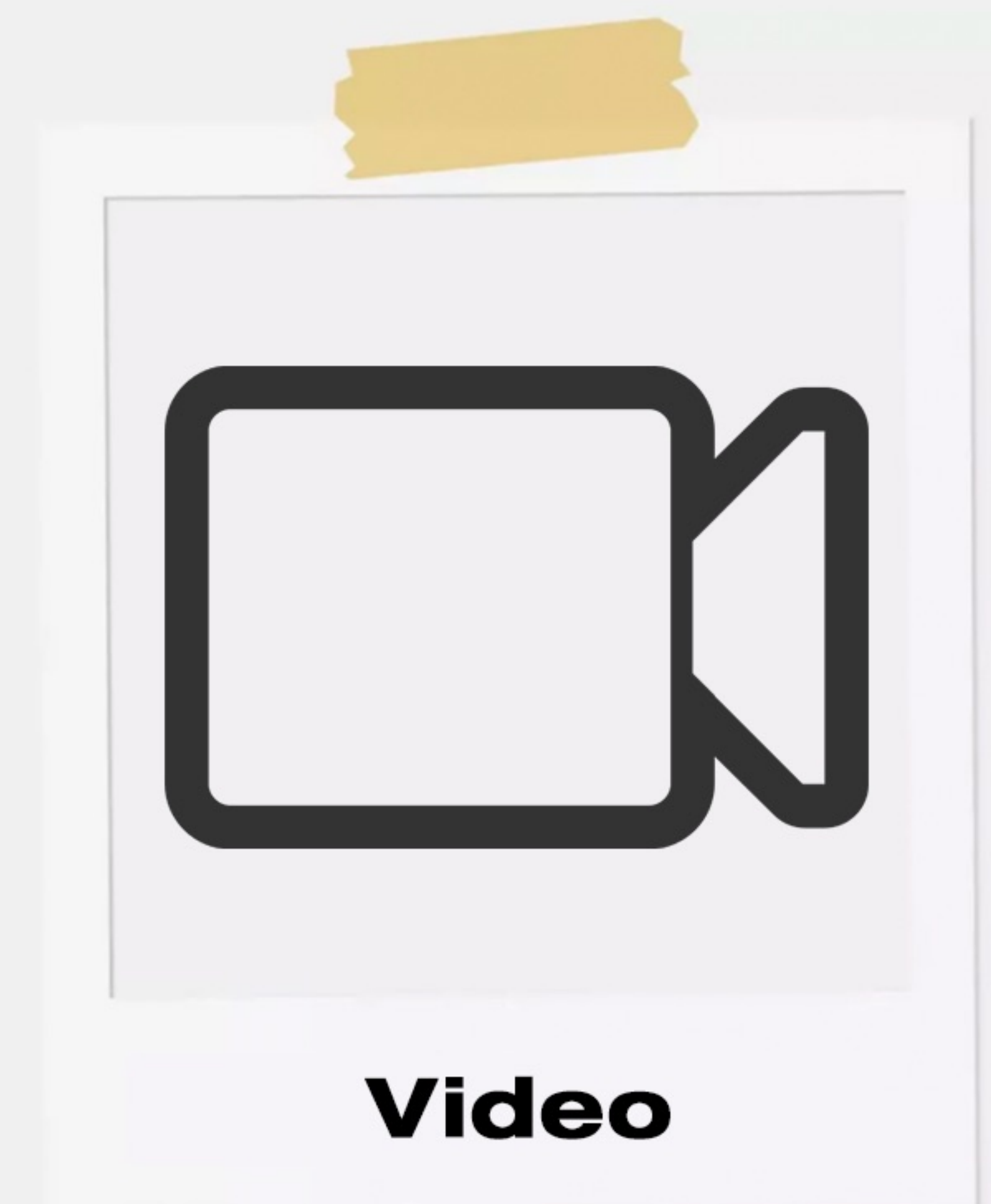
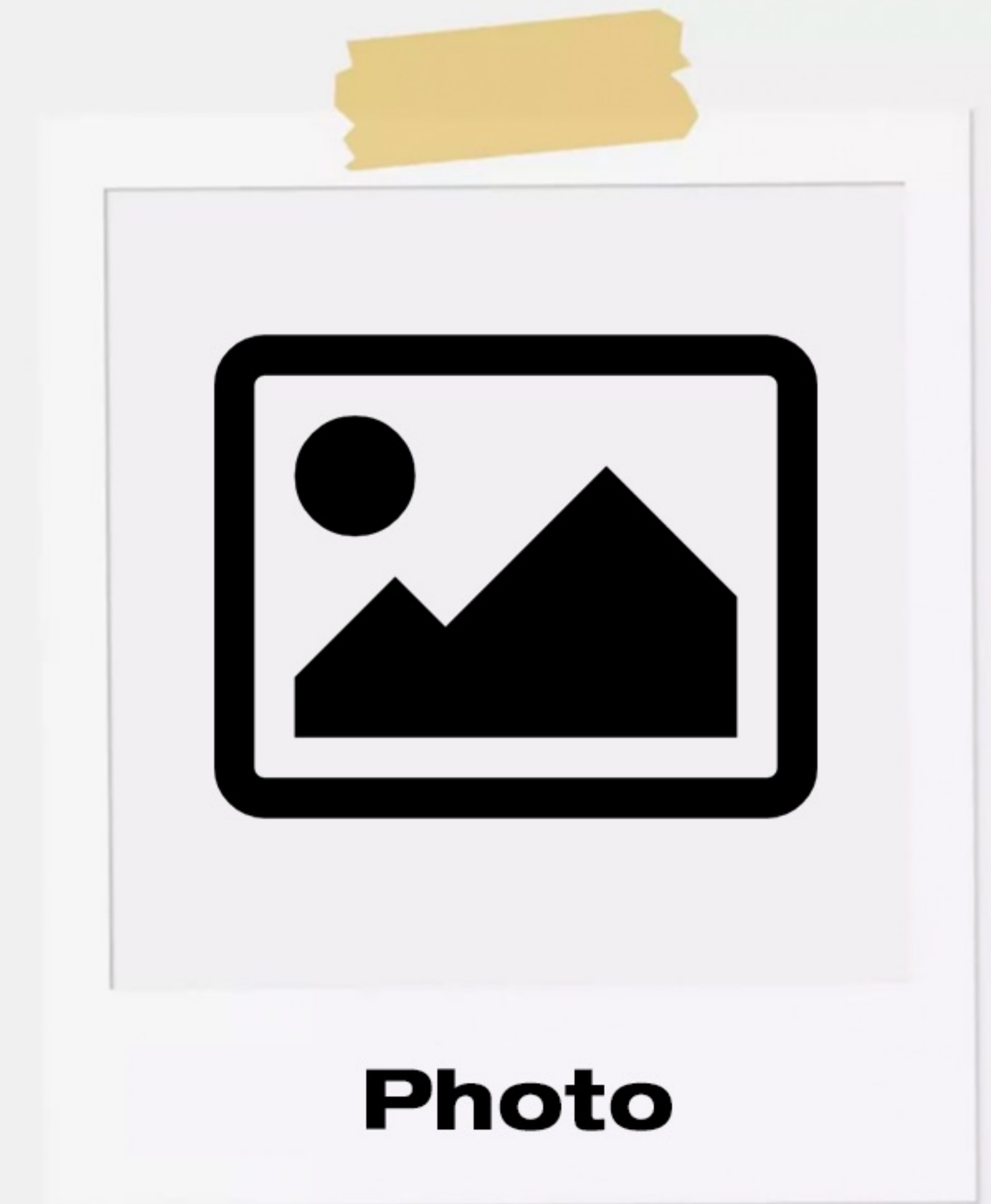
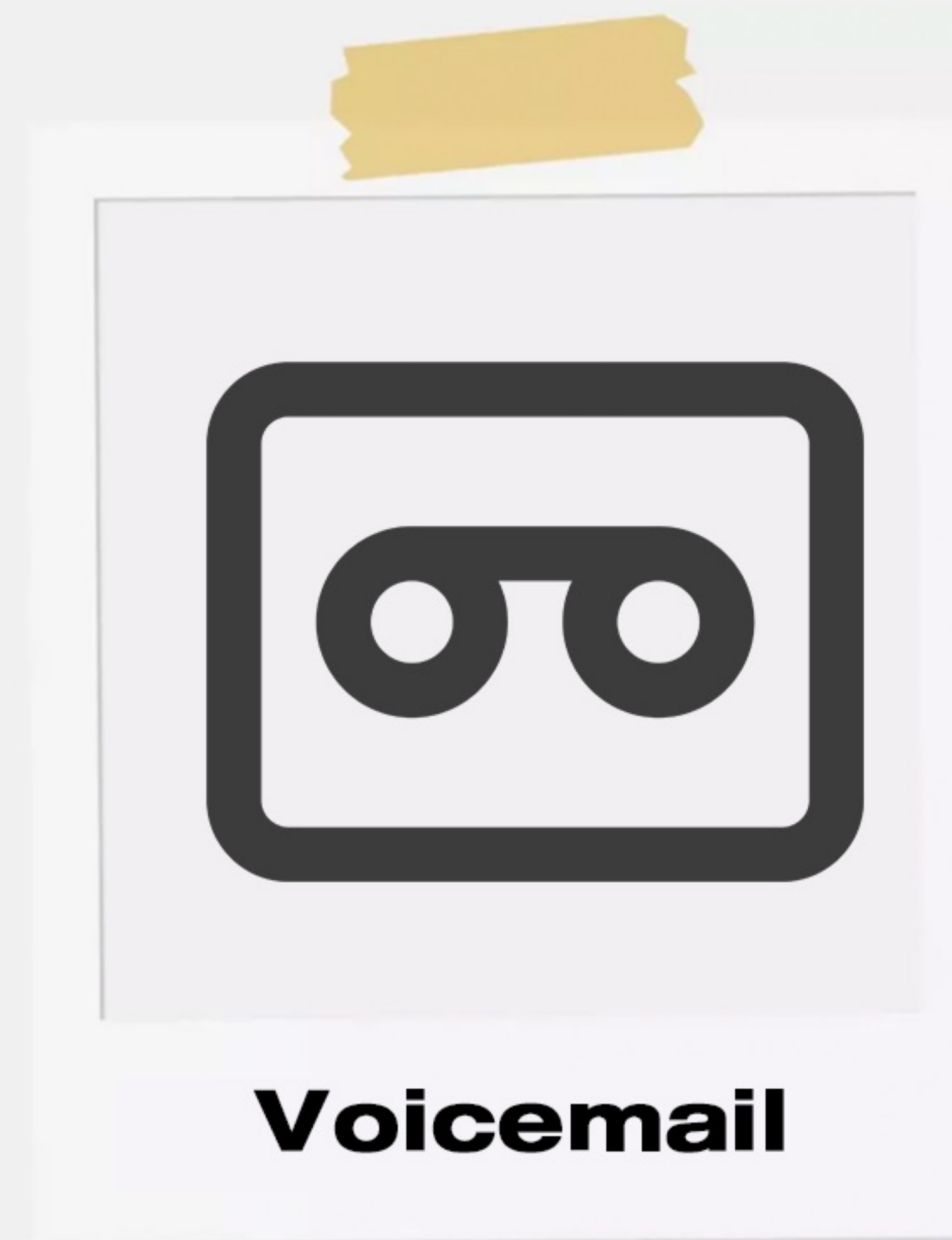


To. New Owner



Restored Jonie Bag

From. Previous Owner



"Personalized Shoe Recommendations Based on Your Pace"

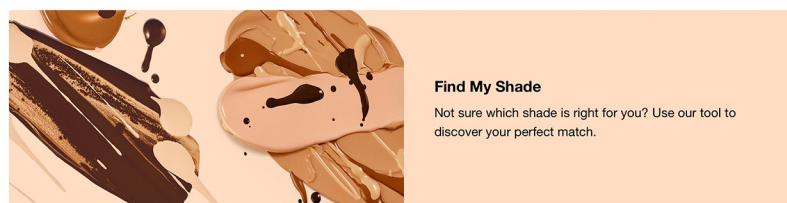
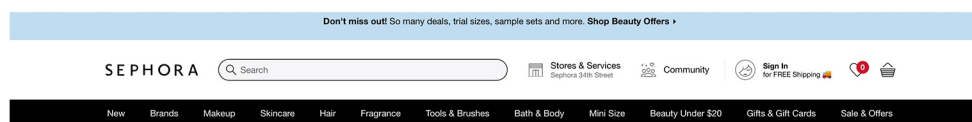
Inspired by,



Elle Fanning's "On Your Own Time" Campaign Photo

Coach's Spring 2025 collection with a powerful message about having the courage to set the pace of your own life instead of racing to keep up with societal expectations of continuous progress.

Just as she confidently putting on her shoes, this project lets customers set their own pace for finding the perfect pair.



How It Works



Step 1
Click the FIND MY SHADE button on any foundation product page.



Step 4
Select the shade you wear.



Step 2
Find the brand of foundation you currently use.



Step 5
Get your match in your new foundation!



Step 3
Choose the formula you're using.

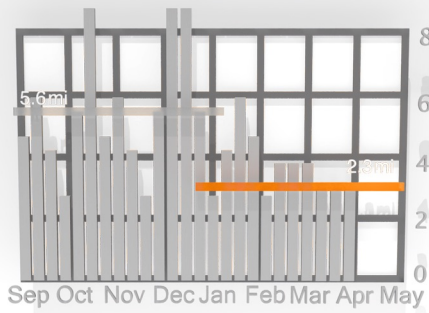
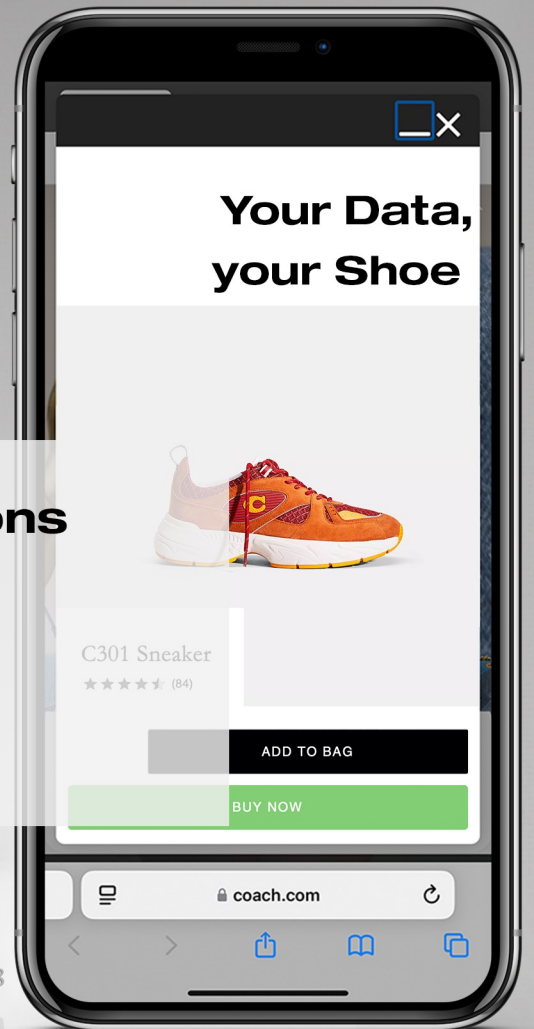
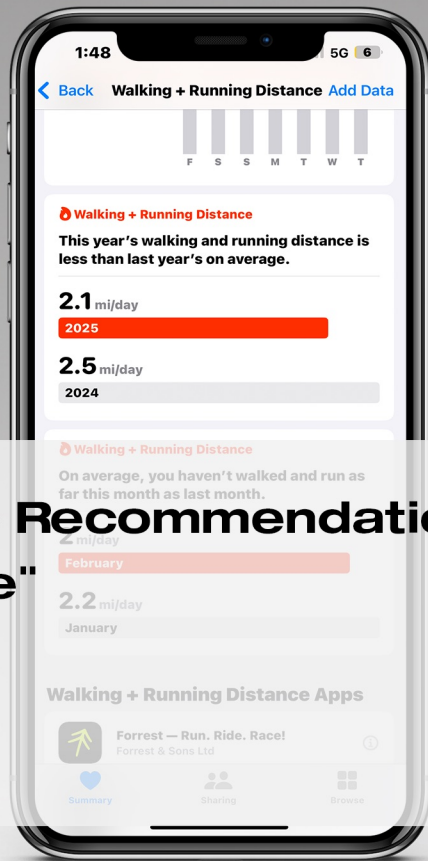


Step 6
Choose a Foundation

Inspired by Sephora's Beauty Profile & Shade Finder, which recommends personalized beauty products based on skin tone and preferences

"Personalized Shoe Recommendations Based on Your Pace"

Share your iPhone walking and running distance data to receive shoe recommendations tailored to your activity level.



Talking Charms

: **Courage to be real starts with a moment of connection**

Inspired by,



Coach's collaboration with AR fashion company Zero10 in SoHo, New York



Coach's "Windows of the Future"



"My Talking Tom" is a mobile game where players interact with the character repeating words and responding to various commands. Just like how Tom responds to the player, the digital charm in this project reacts when users say "Hi," creating an emotional connection and offering a unique, interactive experience.



Talking Charms

: Courage to be real starts with a moment of connection

MOODBOARD





Courage To Be Real

" Hi "

COACH



Courage To Be Real

" Hi "

COACH



Courage To Be Real

" Hi "

COACH



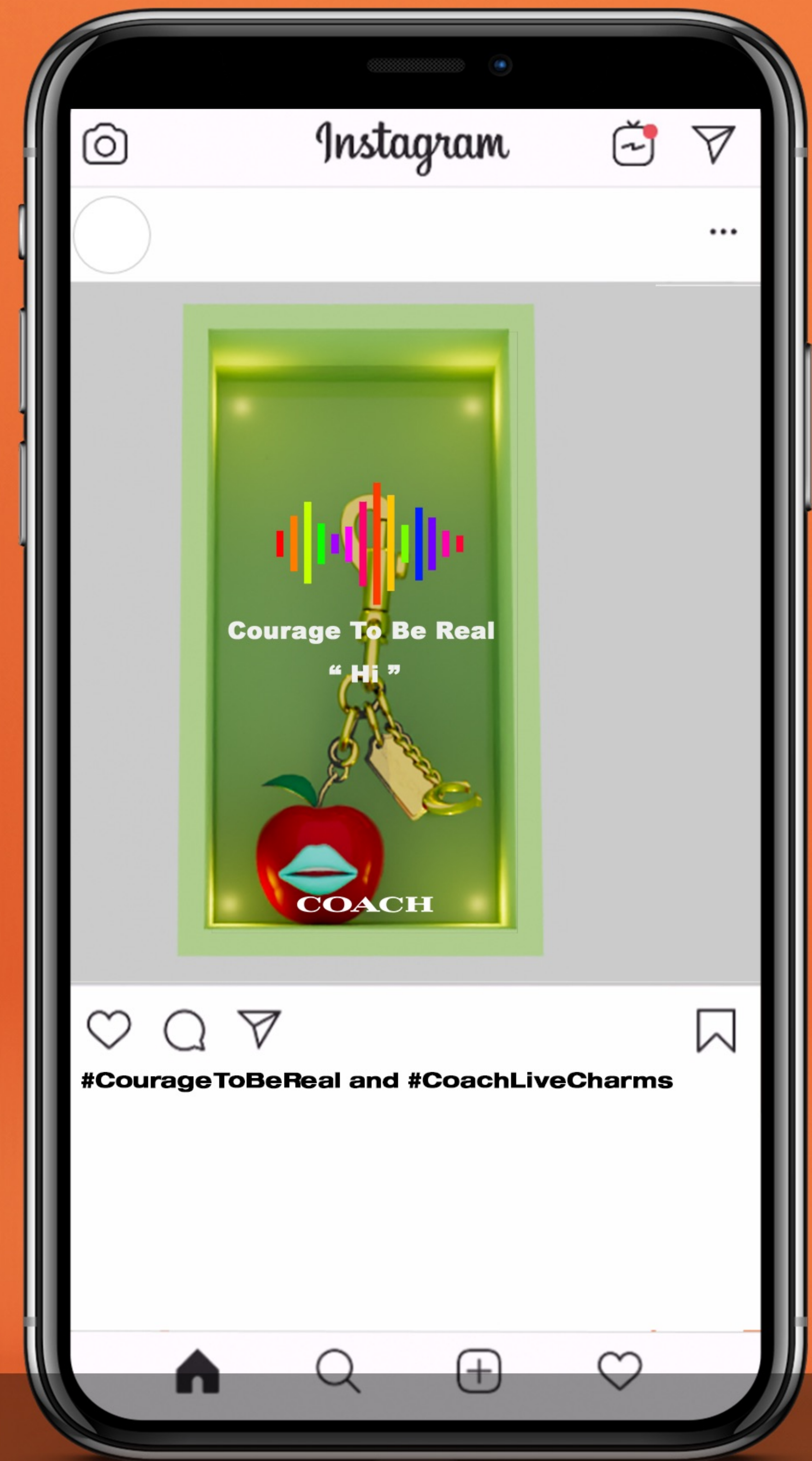
**"A simple 'hi' can unlock their
courage to speak to you."**



Courage To Be Real
" Hi "

COACH

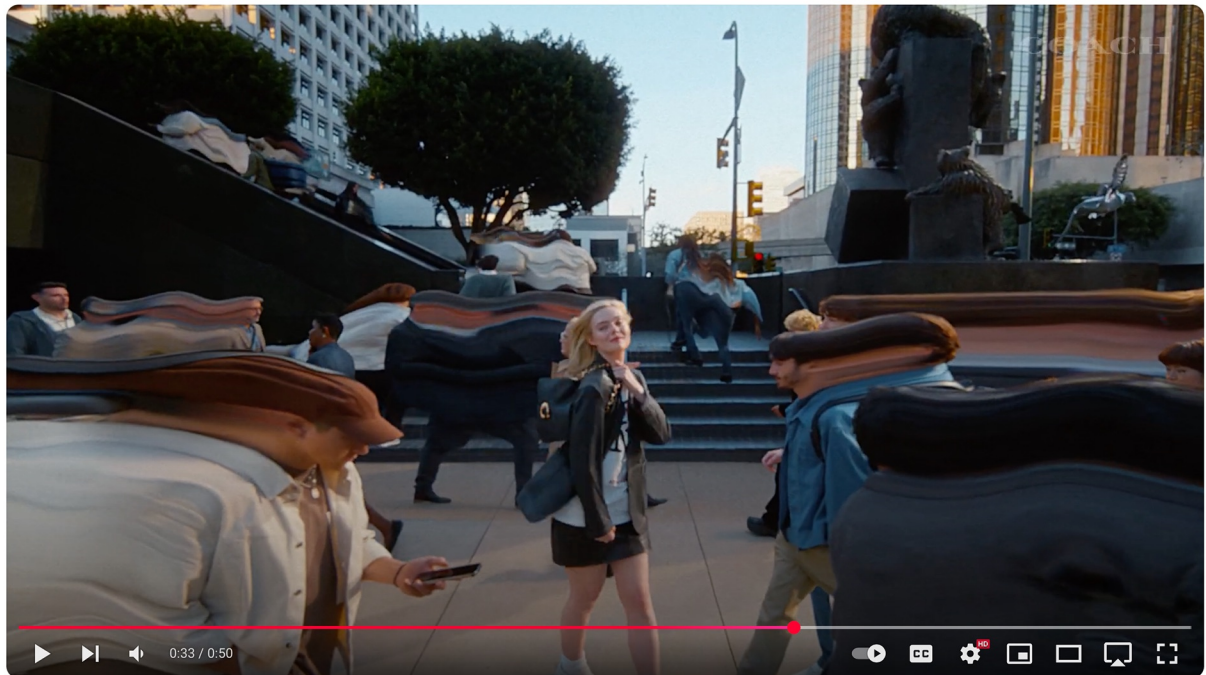
**When you say 'Hi,'
the digital charm wakes up, reacts, and speaks to you.**



Your Time, Your Pace

: Pause the World Around You

Inspired by,



COACH Spring 2025 Campaign | On Your Own Time | Elle Fanning | [#CourageToBeReal](#)

 coach 
134K subscribers

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**Inspired by Coach's Spring 2025 Campaign ad, "On Your Own Time".
Just like in the campaign where Elle Fanning moves
in a world that's frozen in time,
the user in this experience can step in front of the camera
at a subway station and have the freedom to move
while everyone else around them remains motionless.**





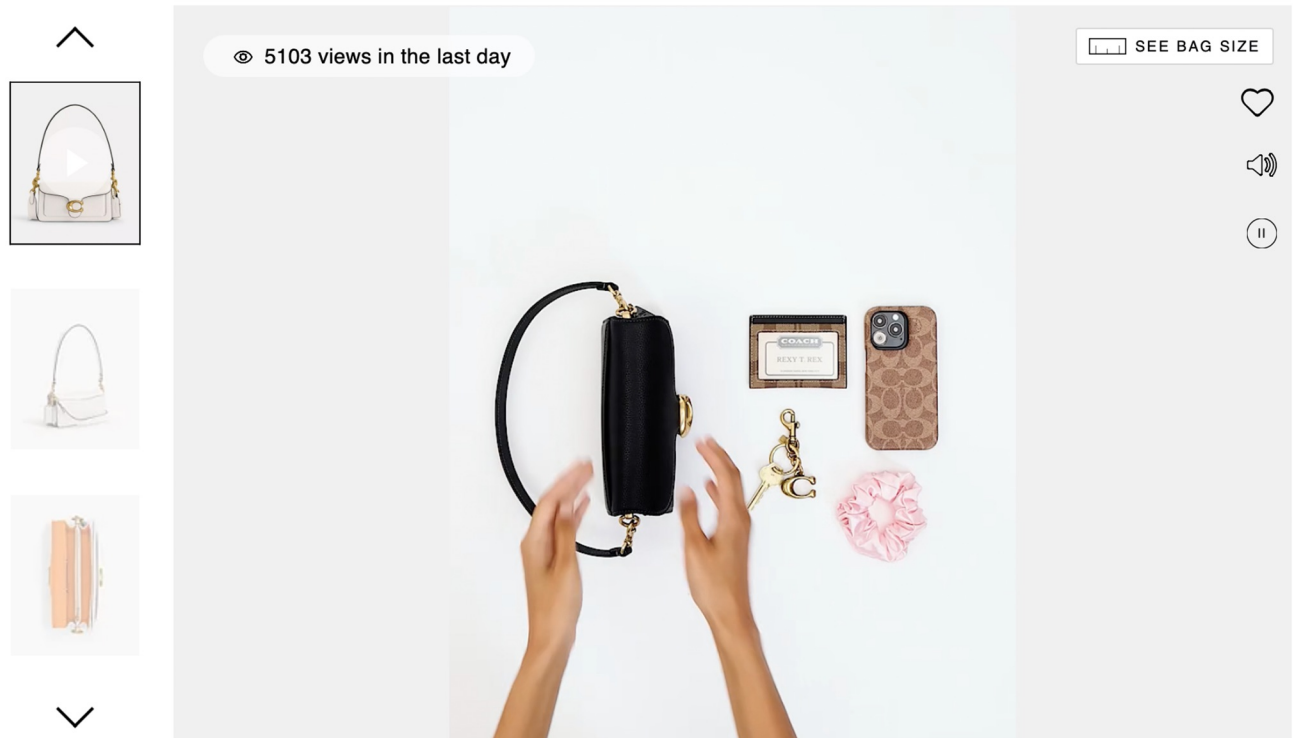
#ON YOUR OWN TIME

COACH

Coach The House : The Coach VR Pop-Up Store

Inspired by,

Women / Handbags / Shoulder Bags & Hobos / Tabby Shoulder Bag 20



On the Coach website, I watched a video where a bag was being packed with personal items, and it made me wonder—what if a bag could be more than just an accessory? What if it could become a home for your belongings?

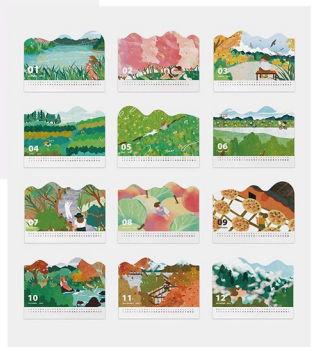
Just as Coach bags are home for items, the Coach VR Pop-Up Store creates a digital space where customers can interact with bags, almost like their own home, anywhere.

The Tabby Shoulder Bag transforms into a small cottage in Central Park, inviting users to step inside and explore.

Coach The House

: The Coach VR Pop-Up Store

MOODBOARD











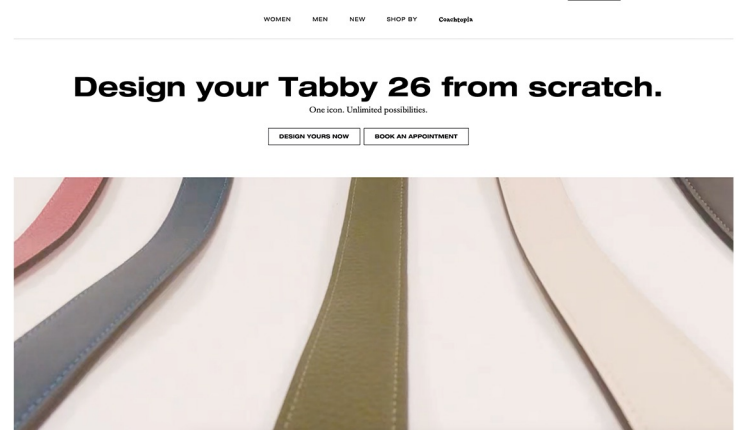
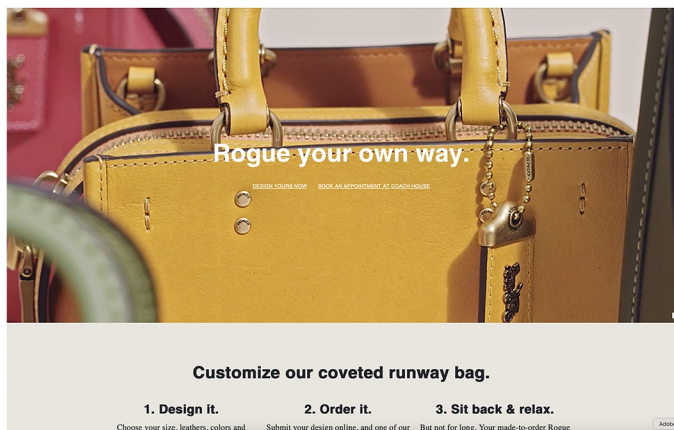




1. Make Your Own Apple Watch Face with Coach's Favorite Fabrics & 2. Create Your Own Charm: Transform Images To Charms



Inspired by,



**Inspired by Coach's Made to Order concept,
which invites customers to engage in
the design process and emotionally connect with the brand,**

**The first project involves using Coach fabrics and materials
to design unique Apple Watch faces**

**The second project enables customers to upload photos of any objects
in daily life and transform them into 3D models.
With VR and AR technology, they can attach
3d modeled charms to bags in real-time**



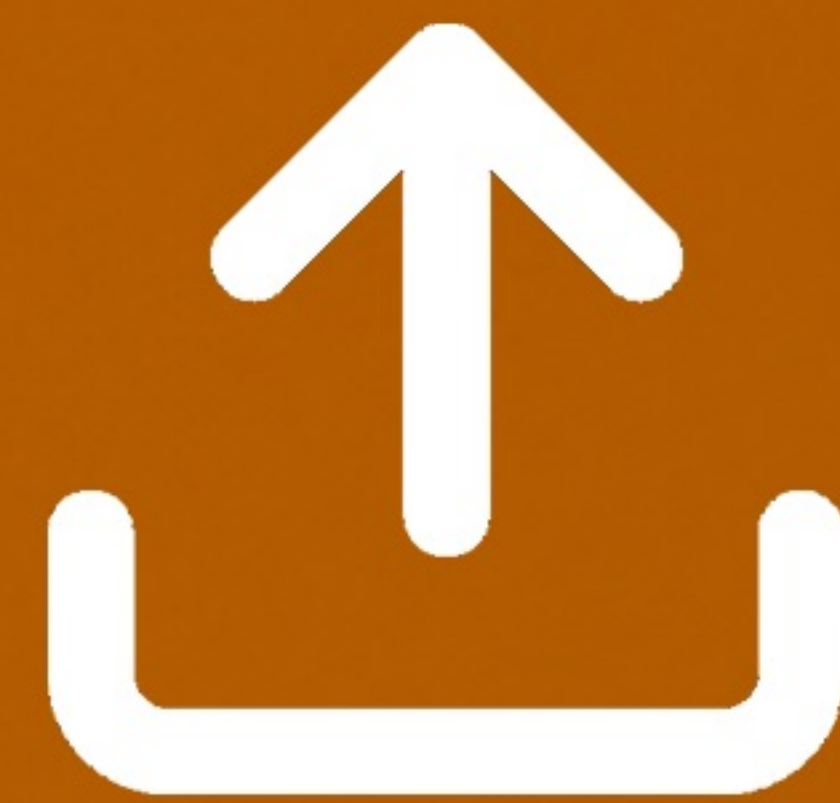


Customize your
Apple Watch faces
with Coach

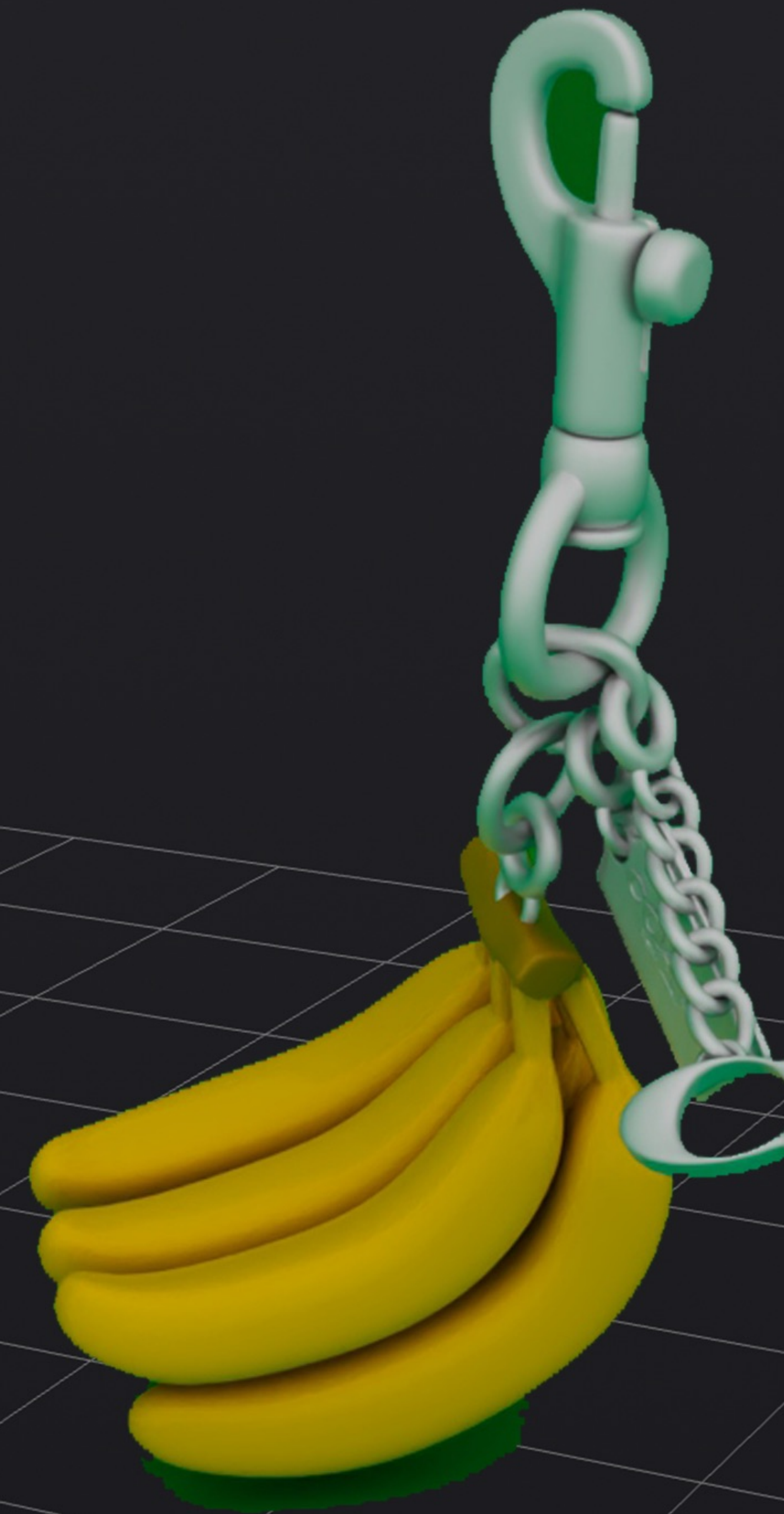
COACH

Make Your Own Charm

Upload Image



COACH

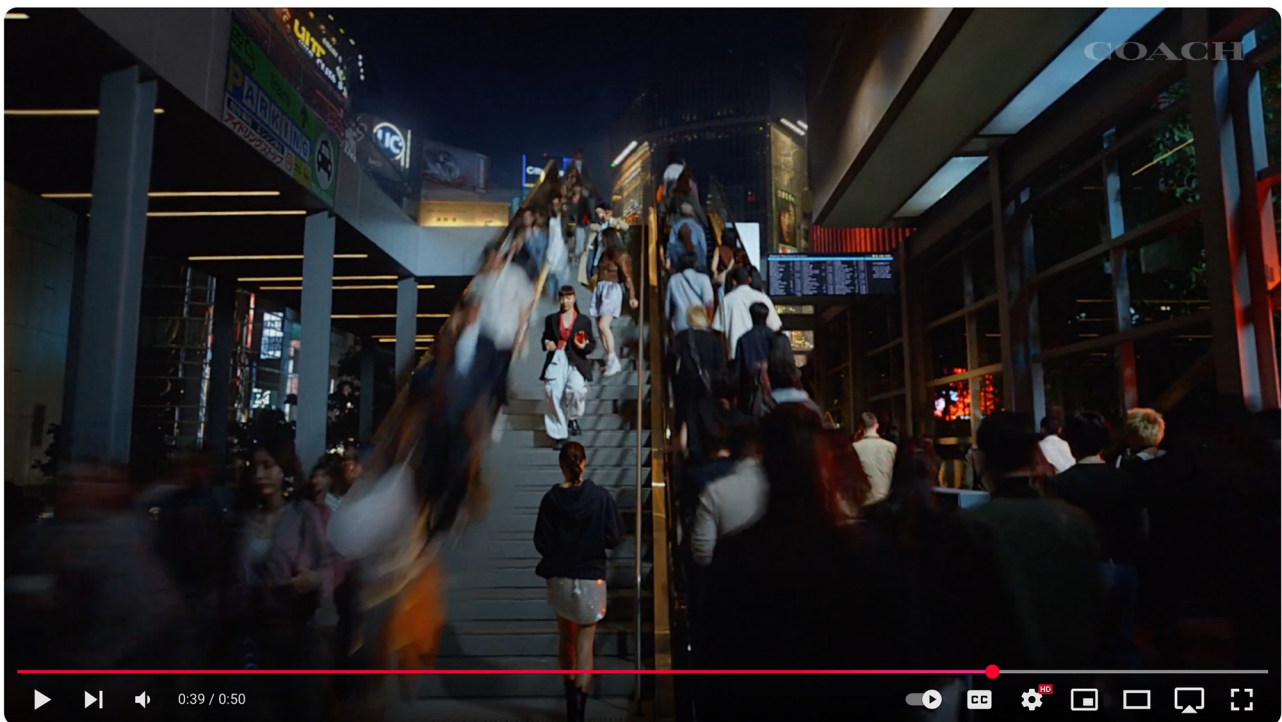


COACH



The Right Time, The Right Coach for You

Inspired by,



COACH Spring 2025 | On Your Own Time | Nazha | [#CourageToBeReal](#)

 coach  134K subscribers [Subscribe](#)

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Inspired by Coach's Spring 2025 Campaign ad, "On Your Own Time" with Nazha

This pop-up activity on the Coach website lets users pause time with their voice. When the user says "Stop," the clock pauses, and the displayed time determines which products based on the mood and season.

This creates a personalized shopping experience based on the user's chosen moment

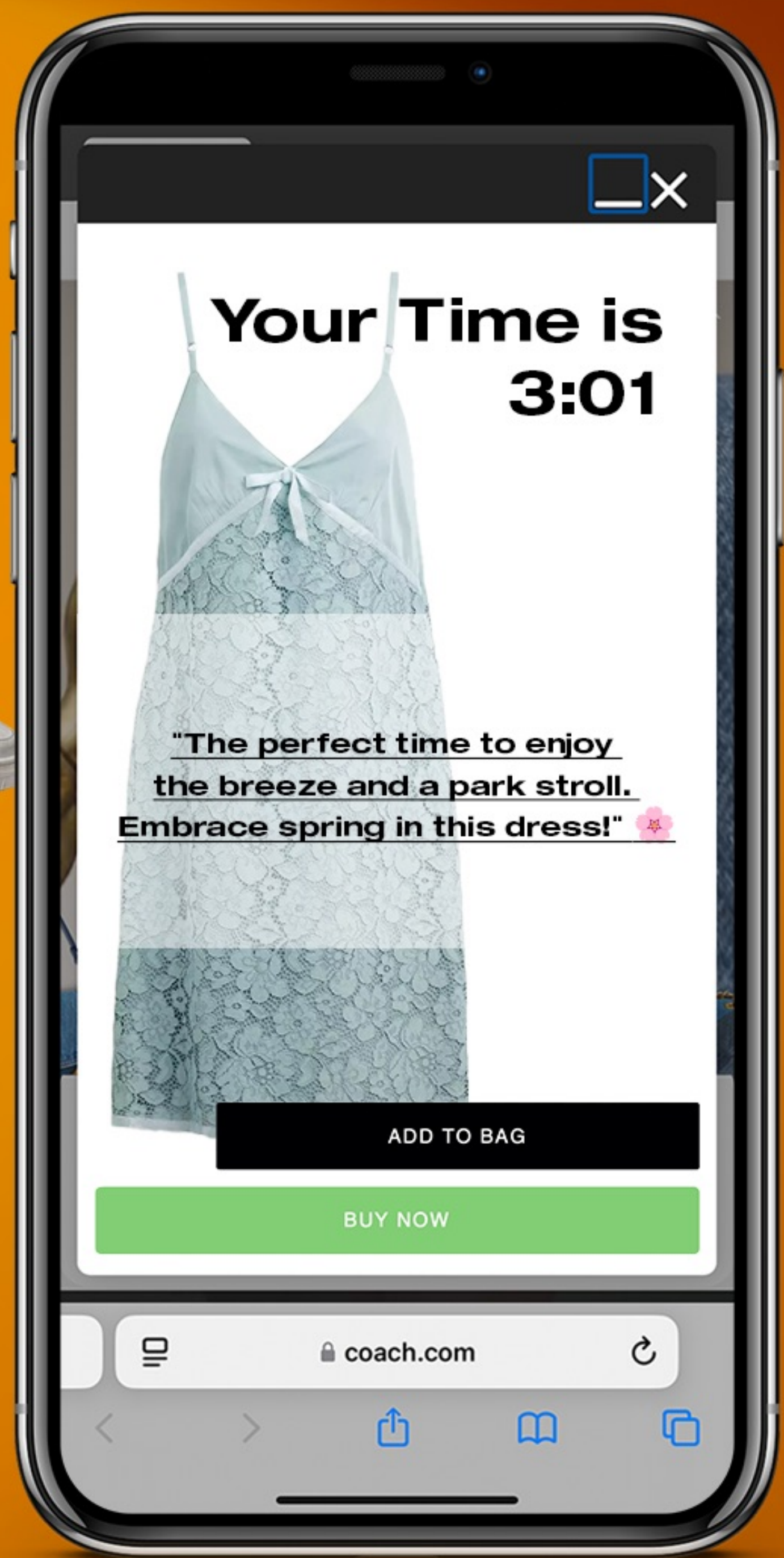
COACH



ON YOUR OWN TIME

You set the pace.
Explore what's possible at your own speed.

COACH ON YOUR OWN TIME



Coach x Art Toys

: Blurring the Line Between Fashion and Art

Inspired by,



Inspired by iconic art toys like Bearbricks and KAWS, and the dinosaur sculpture at Fifth Avenue Coach Store

As fashion becomes more recognized as art, I see the future opportunity to cross the boundaries between fashion and art by entering the art toy market with creative designs inspired by Coach's charms

Coach x Art Toys

: Blurring the Line Between Fashion and Art

MOODBOARD



COACH
Art Toy

