



Coach

Reimagining Retail for Gen-Z

WindowsWear Mentorship Program
February 2025
Sophierosenportfolio.com

Presented by Sophie Rosen
SCAD

(1) Personalization

(2) Collaborations

(3) Brand Experiences

(4) Innovation

(5) New Collections

We Want Something Nobody Else Has!

(1)

Personalization:

- Gen-Z loves a look that speaks, because fashion is the ultimate form of self-expression.
- DIY culture is making a comeback, and customization is at the heart of it.
- Mass production doesn't cut it anymore, as Gen-Z prioritizes ethical and sustainable choices.
- If it's not personal, it's not worth it, because unique, intentional fashion is what we crave.

Bag Charms, But Personalized!

A new feature on the **Coach website** that empowers customers to **express their individuality** through **bag charm personalization**. Shoppers can choose to **customize existing Coach bag charm designs** or **create a bespoke charm** featuring their **first initial, full name, or favorite word**. This **digital enhancement** underscores Coach's commitment to creativity and self-expression while seamlessly integrating with its **existing product range**.

Rooted in the brand's **heritage of craftsmanship and authenticity**, this feature embodies Coach's dedication to **celebrating individuality**. The **personalized bag charms** offer a unique way for customers to **tell their own stories through fashion**. By blending **tradition with innovation**, Coach continues to **push the boundaries of self-expression**, making every piece a reflection of its wearer's **personal style**.



Inspiration

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Maximalism
Monograms
Unique
Mixed metals

The Designs


US ▾ Stores

COACH

Search

WOMEN MEN NEW SHOP BY Coachtopia

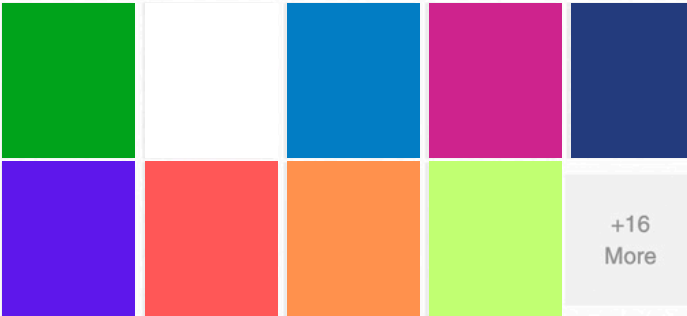
Women / Accessories / Straps, Charms, and Keyrings



Tabby Bag Charm
★★★★★ (26)
\$75
4 interest-free payments of \$18.75 with Klarna. ⓘ
4 interest-free payments of \$18.75 with afterpay. ⓘ

Feeling maximalist? [Add More Accessories](#)

COLOR: Leather/Gold/Chalk



1 ▾ ADD TO BAG

BUY NOW

PICK UP IN STORE


US ▾ Stores

COACH

Search

WOMEN MEN NEW SHOP BY Coachtopia


Women / Accessories / Straps, Charms, and Keyrings



Signature Bag Charm
★★★★★ (26)
\$75
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Feeling maximalist? [Add More Accessories](#)

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Feeling maximalist? [Add More Accessories](#)

Signature:

1 ▾ ADD TO BAG

BUY NOW

PICK UP IN STORE

Mockups



Coach & Mattel meet again!

A Coach x Mattel collaboration that introduces a new line of customizable Barbie dolls, featuring exclusive Coach SS '25-inspired looks. Customers can design their own Coach Barbie by choosing from a range of personalization options—including hair, skin tone, accessories, and outfit choices—to create a doll that reflects their unique style. This seamless integration of high fashion with an iconic collectible celebrates individuality and creativity, embodying Coach's values while engaging a new audience.

Bringing together Coach's craftsmanship and Barbie's legacy of inclusivity, this collaboration offers a fresh take on personalization in fashion. Inspired by Coach's signature aesthetic, the collection allows customers to curate their own Barbie with exclusive pieces from the SS '25 collection, making luxury fashion more interactive and accessible.







Inspiration

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Past Coach collaboration
Collectables



The Design

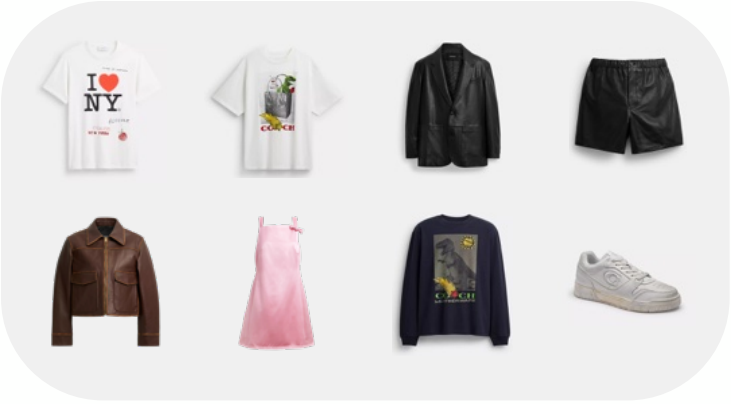
US ▾ Stores

COACH Search    

WOMEN MEN NEW SHOP BY Coachtopia



\$75  



+16 More

1 ▾ **ADD TO BAG**

BUY NOW

PICK UP IN STORE



Who doesn't love a collaboration?

(2)

Collaborations:

- Limited drops create a sense of urgency, making every release feel like a must-have moment.
- Streetwear and sneaker culture built the hype, turning exclusivity into an art form.
- Gen-Z values individuality and self-expression, and we want brands that reflect that.
- Unexpected brand pairings excite us, merging two worlds we love in ways we never expected.
- The best collabs go beyond the product, telling a deeper story that makes brands feel more real and connected to us.

Coach X Wildflower



A limited-edition fragrance collaboration between Coach and Wildflower Cases, inspired by Wildflower's earliest phone case designs. This collection blends nostalgia with self-expression, featuring vibrant, mismatched patterned bottles reminiscent of early 2010s aesthetics. The bold design not only expands Coach's beauty category but also serves as a collectible piece that celebrates individuality.

Merging Coach's heritage of craftsmanship with Wildflower's signature playful aesthetic, this collaboration reinterprets early 2010s fashion nostalgia through fragrance. Each bottle reflects the DIY-inspired, mix-and-match designs that defined Wildflower's early years, bringing a fresh perspective to Coach's beauty offerings.



Inspiration

⋮

Americana aesthetic
Iconic Wildflower cases
Coach perfume

The Designs

Each scent in the collection embodies a different Americana-inspired persona, blending trendy, nostalgic, and effortlessly cool notes that evoke emotion and self-expression.



The Pop-Up

Palm Springs,
California



- Bodega-inspired
- Shelves stocked with perfume instead of with food goods

Coach X Ameya Okamoto

A weekend-long pop-up event in Brooklyn that celebrates art, beauty, and fashion through exclusive Coach x Ameya nail art, limited-edition keychains, and curated nail packs. Inspired by Ameya Okamoto's playful street-style aesthetic, this in-person activation features a Coach-themed "Flash" Nail Bar offering one-of-a-kind manicures that blend Coach's iconic design heritage with Ameya's cutting-edge creativity. This event invites guests to experience an aspirational yet accessible celebration of individuality and innovation.

Bringing together Coach's craftsmanship and Ameya Okamoto's bold artistic vision, this pop-up merges high fashion with street-inspired beauty. The interactive space highlights Coach's signature aesthetic through custom nail art and limited-edition accessories, creating an immersive experience that connects guests to the brand in a fresh, creative way.



Inspiration

- Ameya's Favorite things; nails, ceramics, cars, & color
- Her past collaboration with Fenty x Puma

The Pop-Up



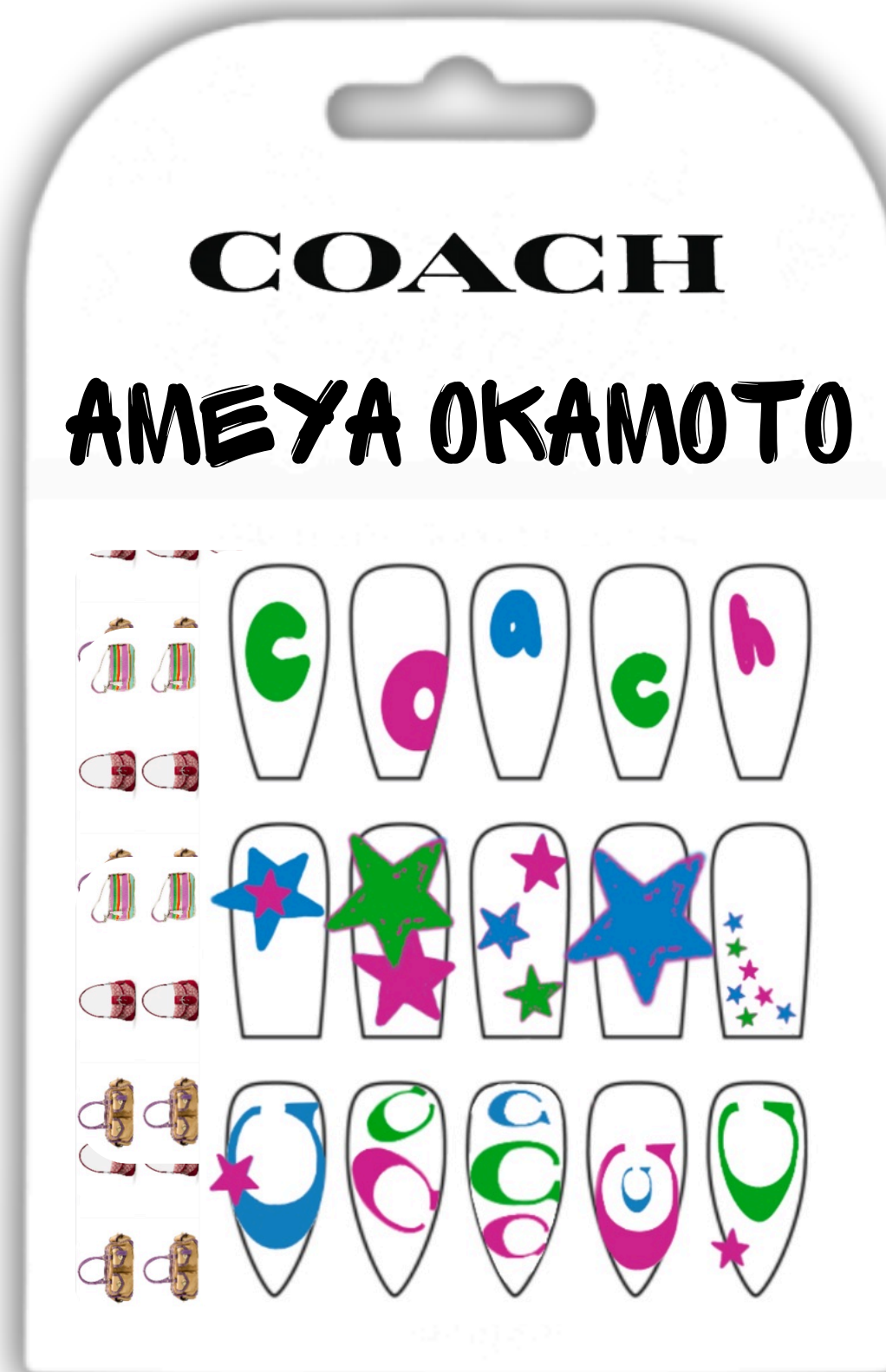
Brooklyn, New York

Friday-Saturday

- Nail salon-inspired
- Small retail section inside
- Open to public (first come, first serve)

The Designs

- Collection of exclusive key chains made in collaboration with Ameya



- Glue-on nail sets sold online and in-store in collaboration with Ameya

An exclusive experience? (3)

I'm in!

Exclusive Experiences:

- We love being part of something exclusive, because it makes every drop feel special.
- FOMO drives us to act fast, making limited releases even more exciting.
- We like to share what we buy.
- A strong emotional connection builds brand loyalty, and we keep coming back for more.
- A memorable shopping experience matters, because we want more than just a product—we want a story.

A Coach airbnb Experience

A fully Coach-branded luxury Airbnb experience in Joshua Tree, designed as the ultimate eco-conscious desert retreat. Each month, four lucky winners will enjoy a curated Coach-designed space featuring VIP experiences and immersive brand storytelling—all set against the stunning, bohemian backdrop of Joshua Tree while embracing sustainable living in harmony with nature. Customers can enter for a chance to win by purchasing a sustainably made Coach item, reinforcing the brand's commitment to responsible fashion and conscious consumerism.

Blending Coach's heritage of craftsmanship with a modern approach to luxury, this retreat offers a unique way to experience the brand beyond fashion. Designed with sustainability in mind, the space reflects Coach's commitment to mindful living while immersing guests in the brand's signature aesthetic. Special features include a fully Coach-designed interior, exclusive welcome gifts, private desert excursions, sunrise yoga, meditation sessions, and immersive brand storytelling elements—creating a one-of-a-kind luxury experience rooted in self-care, creativity, and sustainability.

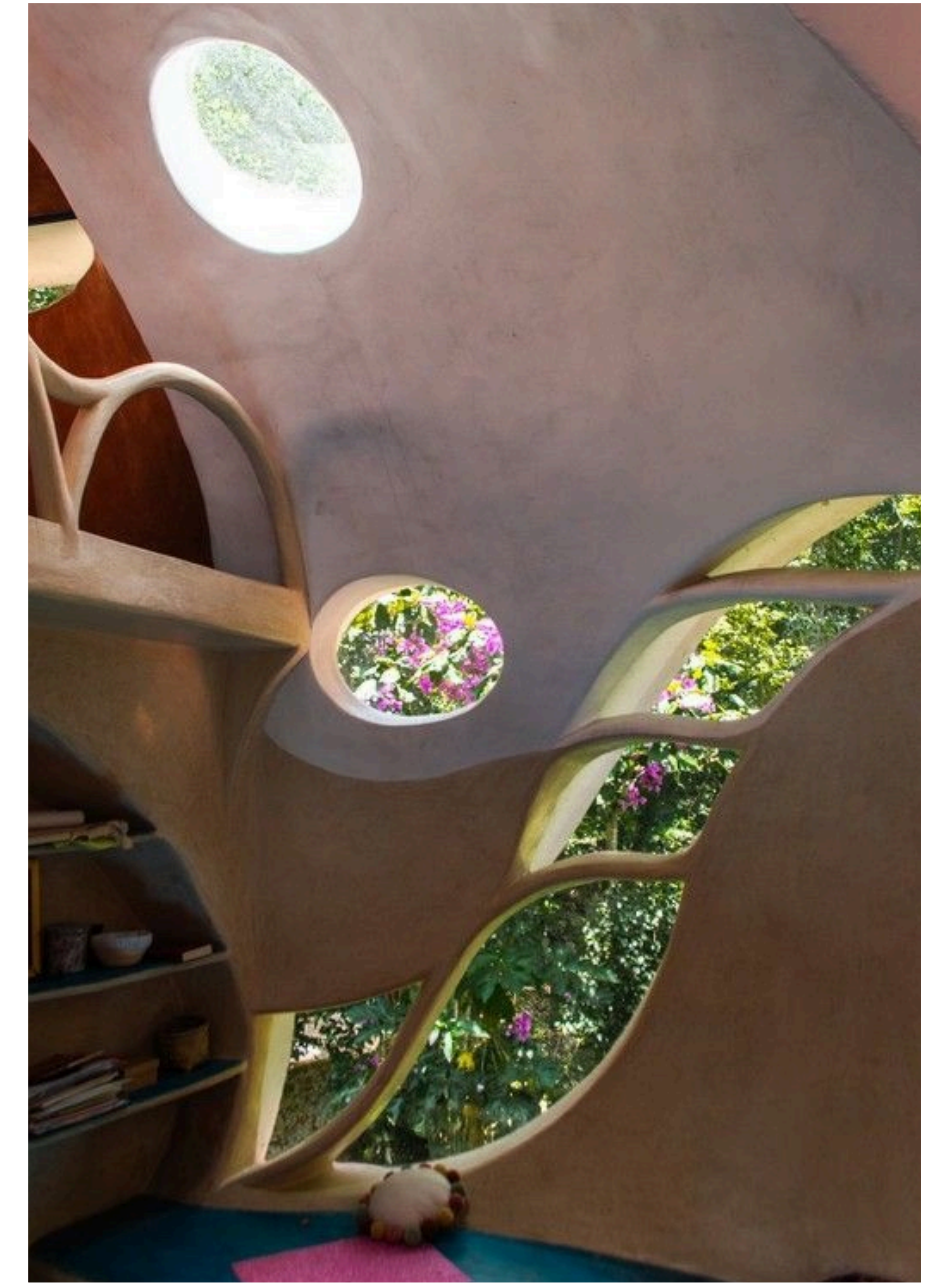
MOSS



COZY &
INVITING



NATURAL LIGHTING



Inspiration

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Homes built into the earth
Funky shaped structures

The Airbnb

Joshua Tree, California

Special Features:

- Exclusive Welcome Gift: A custom Coach travel bag filled with limited-edition accessories and self-care essentials.
- Private Desert Excursions: Guided hikes, stargazing sessions, and outdoor dining experiences inspired by the brand's adventurous spirit.
- Wellness & Relaxation: Complimentary sunrise yoga, meditation, and an eco-friendly spa kit featuring Coach beauty products.

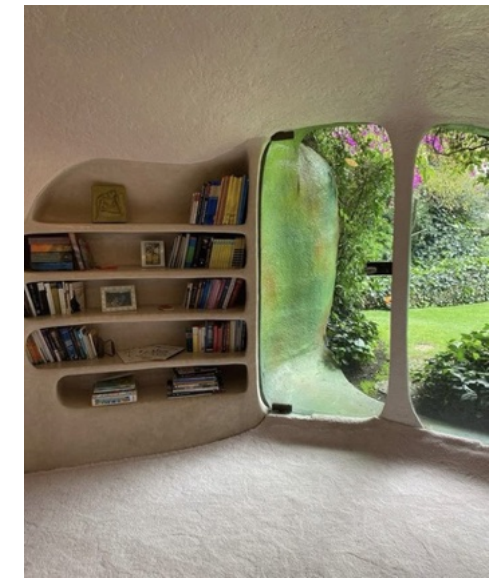
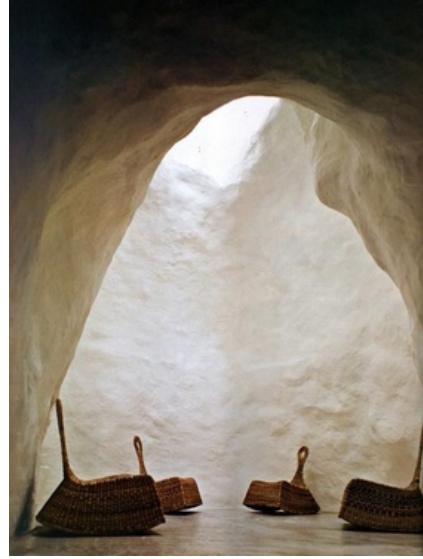


Outside

- Built into nature
- Relaxing retreat

Inside

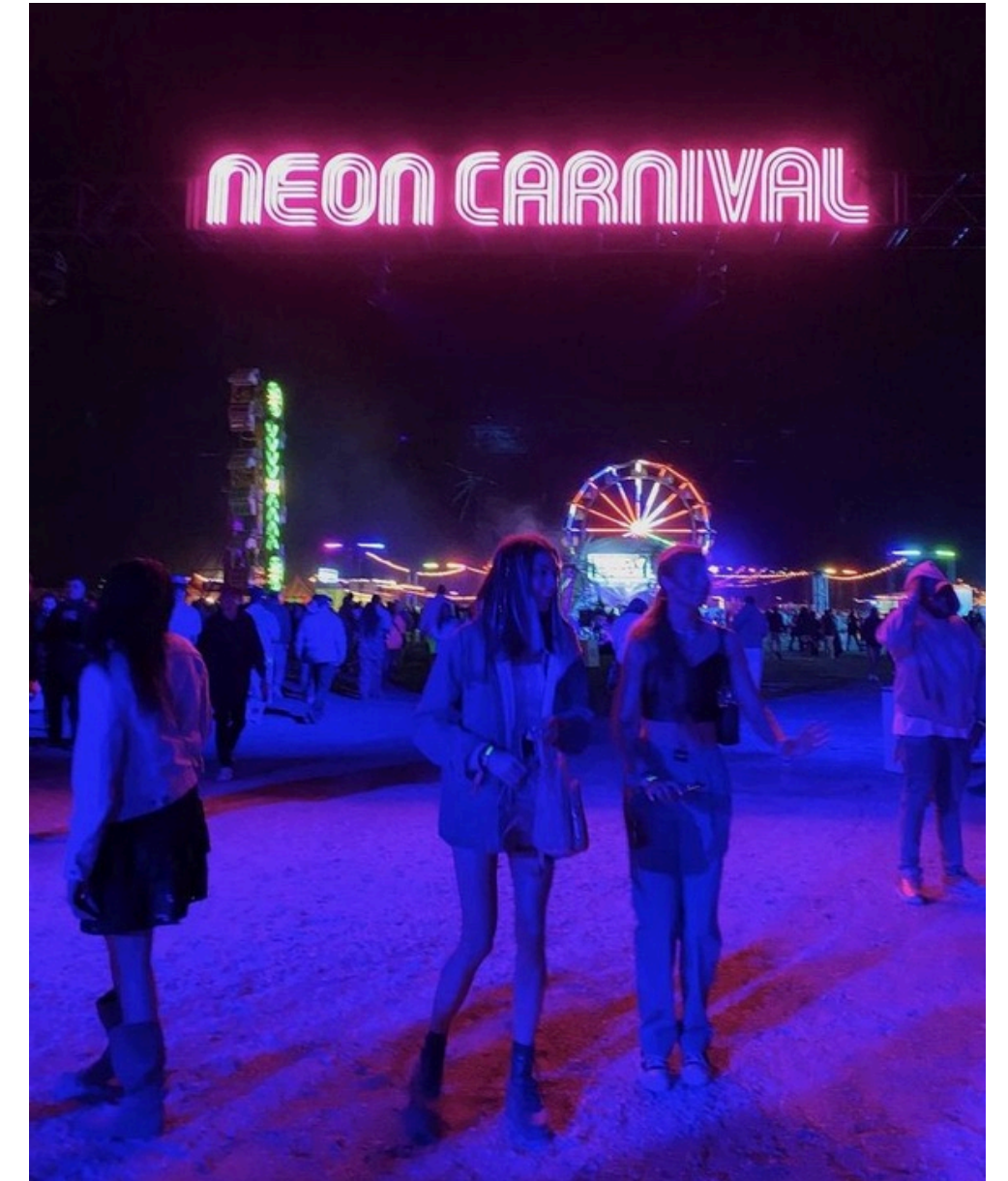
- Natural Lighting
- Nooks
- Pops of color in decor
- Eclectic furniture



The Coach Carnival

A one-day immersive event during Fall Fashion Week in NYC that transforms the high-fashion scene into a playful, engaging carnival. Featuring exclusive Coach-branded rides, interactive games, and influencer appearances, the Coach Carnival offers a vibrant escape with a meaningful twist. Admission is ticketed, with a portion of the proceeds benefiting local community arts programs and sustainable initiatives, aligning with Coach's commitment to social responsibility.

Blending Coach's heritage with bold, interactive experiences, this event reimagines luxury fashion through a lens of fun and accessibility. For those seeking more, VIP after-hours access unlocks limited-edition merchandise, exclusive brand activations, and curated experiences that bring Coach's signature creativity to life in an unforgettable way.



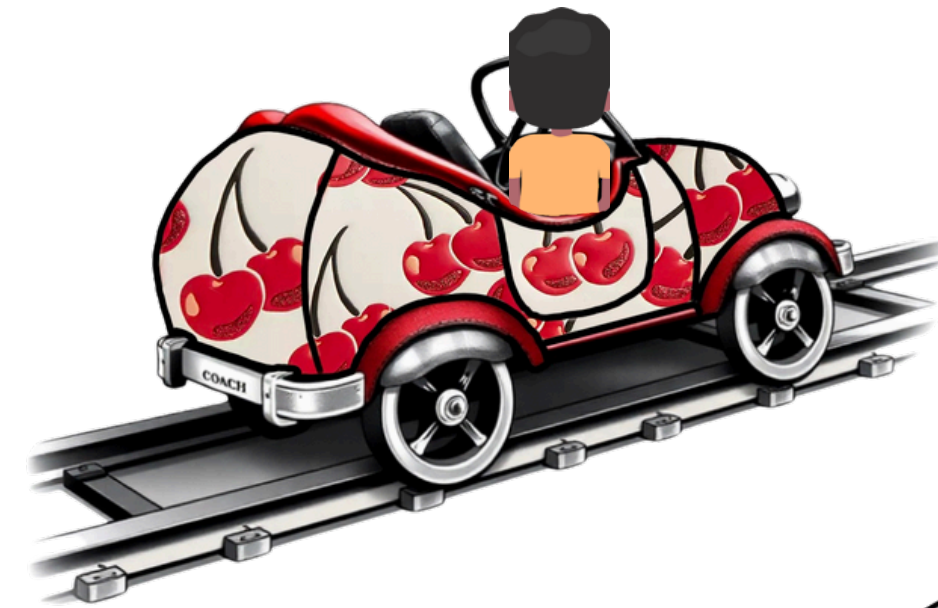
Inspiration

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Nostalgic experiences
Trendy music festivals

The Designs

- Shop Coach inside fun tents
- Play Coach-themed games to win small Coach prizes
- Ride Coach-themed carnival rides
- Eat your favorite New York foods



Technology Is Second-Nature For Us.

(4)

Innovation:

- Gen-Z prioritizes convenience, because we want everything fast and effortless.
- Futuristic design and innovation excite us, making the next big thing even cooler.
- We expect brands to know us, personalizing experiences to match our tastes.
- Shopping should be fun, and gamification keeps us engaged and coming back for more.

“Coach Create” Screens

An **in-store activation** that transforms the **shopping journey into an interactive adventure** using **cutting-edge augmented reality (AR)**. The experience begins with an **outfit scan** that analyzes each customer's style and delivers **tailored product and design recommendations for Coach bags**. Beyond selecting colors and materials, customers are invited to **create original artwork**—with the opportunity for their design to be **featured as a signature option on Coach products**.

Blending **innovation with self-expression**, this activation **redefines personalization in luxury retail**. Special features include **real-time AR customization, AI-driven styling recommendations, and an interactive design studio** where customers can experiment with textures, patterns, and colors. By merging **technology with creativity**, Coach creates a **shopping experience that is immersive, engaging, and deeply personal**, strengthening the **connection between the brand and its customers** in an entirely new way.



Inspiration

- Coach's existing customizations offerings, but digitalized
- Making the customer feel involved in the process
- Fostering creativity

The Designs

Merges hands-on creative freedom with advanced technology and makes the shopping experience interactive, personalized, and irresistibly engaging.

- Uses Ai to analyze your style
- Offers curated design ideas on the spot
- Create your own design on paper for the possibility of having it featured on a new collection of Coach bags
- Makes the shopping experience interactive, personalized, and irresistibly engaging.



Virtual Fitting Feature

The **Coach Virtual Fitting Feature** is a tech-driven, AI-powered fitting experience designed to make online shopping more accurate, engaging, and sustainable.

Blending **Coach's** heritage with modern innovation, this tool **enhances the digital shopping experience** by allowing customers to **visualize how products fit and look in real time**. As luxury consumers become more eco-conscious, this **AI-powered technology supports mindful consumption by reducing unnecessary returns and waste**. Special features include **precise size recommendations, virtual try-ons, and personalized styling suggestions**—reinforcing **Coach as a leader in digital fashion retail** while making **luxury shopping more seamless and sustainable**.



Inspiration

Coach's AR mirrors in NYC

The Designs

- **Upload a Photo** – Customers can open their Instagram gallery or camera roll and choose a picture of themselves.
- **AI Outfit Overlay** – AI technology will seamlessly place the clothing item onto their body in the image, allowing them to visualize how it looks on their specific shape, style, and setting.
- **Size Recommendation** – AI also analyzes the customer's body proportions and recommends the best size based on Coach's fit data.
- **Enhanced Shopping Experience** – The customer can swap out colors, view different angles, and even compare multiple outfit options.
- **Social & Shareability** – Shoppers can save the image, share it with friends, or post it on social media to get feedback before purchasing.

1



Suede Cardigan Jacket

\$1,600

Pay as low as \$81/mo. **Klarna** ⓘ
or as low as \$138.44/mo. with **afterpay** ⓘ

COLOR: Dark Brown



SIZE: Select a size

EXTRA SMALL

SMALL

MEDIUM

LARGE

EXTRA LARGE

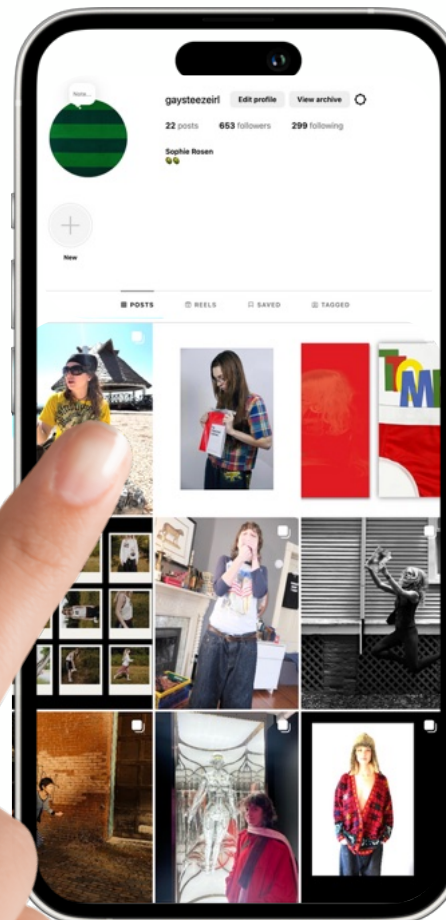
Size Guide

1

ADD TO BAG

BUY NOW

2



Scanning your image...



Looks great on you!

Scan to See Your Bag's Past!

A **QR code feature** placed inside each **reworked or vintage Coach bag**, allowing customers to **scan and discover the bag's unique story**.

Blending **heritage with innovation**, this feature **connects past and future owners** through a **digital archive of each bag's journey**. Upon scanning, customers can access details about the **bag's origins, craftsmanship, and past owners' personal stories**. Before reselling, users can **add their own story**, creating a **living history that travels with the bag**. This initiative not only **deepens the emotional connection** between customers and their pieces but also reinforces **Coach's commitment to sustainability, storytelling, and circular fashion**.



Coach (Re)Loved

This piece was crafted as part of our ecosystem for refurbishing, reimagining and recycling pre-loved Coach products that could otherwise end up in landfills. Learn more about Coach (Re)Loved and its four unique programs aimed at reducing waste in our industry [here](#). Wear it, love it, pass it on.

Inspiration

- The history of Coach's (Re)Loved products

The Designs



HER STORY:

Owned by Sophie Rosen in 2025, this bag traveled across Europe, from Parisian cafés to Berlin's markets. It carried sketchbooks, postcards, and train tickets from spontaneous adventures. Now, its story continues—where will you take it next?

PRODUCTS WE'D DIE FOR.

(5)

New Products:

- We love collectible items, because owning a piece of something special makes it more meaningful.
- Fun brand merch gives us a break from the serious stuff, letting us engage with brands in a more playful way.

Coach “Capture” Project



A limited-edition single-use film camera designed to capture authentic, unfiltered moments through a nostalgic lens. Customers can keep the camera as a collectible or participate in the Coach Creative Challenge, documenting Coach-inspired outfits and experiences. After shooting, they mail back their camera to be processed by an eco-friendly film development partner, who uses low-impact chemicals to ensure sustainability. Participants who submit their developed photos will be entered into a raffle for a chance to be featured on Coach’s Instagram.

Blending Coach’s appreciation for heritage with a modern focus on sustainability, this initiative reimagines retro photography through a fashion lens. Designed to encourage self-expression and creativity, the experience allows customers to engage with the brand in a meaningful and interactive way. Special features include a custom Coach-branded camera design, sustainable film processing, and an exclusive community-driven storytelling opportunity—bridging the gap between nostalgia, fashion, and eco-conscious innovation.

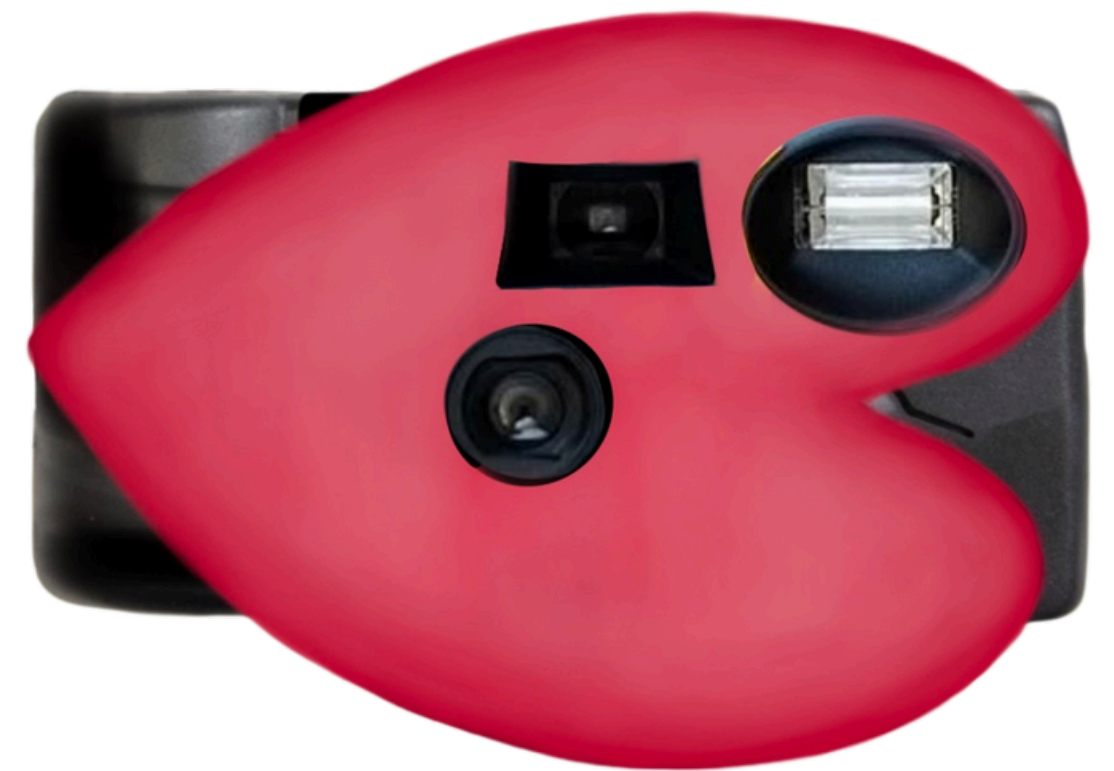


Inspiration

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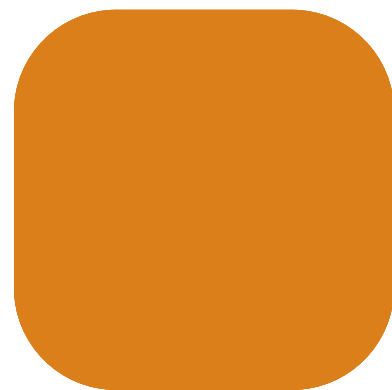
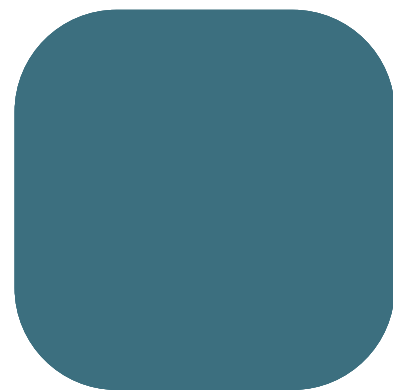
Disposable cameras
Coach stickers ‘25
Fashion poloroids

The Designs



Packaging

- Dust bags (classic)
- Coach-themed photo frames (nostalgic)



Sleeping With Coach

A limited-edition Coach sleepwear collection designed for the ultimate cozy escape. This exclusive line features sustainable reversible bedding for a versatile 2-in-1 solution and luxurious silk pajamas available in three stunning colorways—crafted in limited quantities.

To celebrate the launch, Coach unveils a VIP sleepover campaign, featuring iconic NYC influencers staying overnight in a decked-out luxury apartment. The campaign captures intimate, behind-the-scenes moments as they experience the collection firsthand, taking promotional photos that showcase fashion-forward loungewear in a stylish, lived-in setting.

Blending Coach's heritage of craftsmanship with a modern approach to comfort and sustainability, this collection redefines at-home luxury. Designed with eco-conscious materials and a focus on versatility, each piece reflects Coach's dedication to both style and sustainability. Special features include high-quality reversible bedding, limited-edition silk sleepwear, and exclusive influencer-driven content—offering a fresh perspective on luxury loungewear.



Inspiration

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Slumber parties
Colorful
Comfy & soft sleepwear

The Designs

- Reversible, sustainable, bedding set
- Soft pj sets



**All Made from
Organic Cotton
(Sustainable)**

The Campaign

To launch the limited-edition Coach sleepwear collection, an exclusive VIP sleepover event in a chic NYC loft brings together iconic NYC influencers for a night of fashion and comfort. Embracing a slumber party aesthetic, the space features curated photo opportunities, cozy lounge setups, and shareable moments designed for social media. Guests showcase the collection while engaging with the official hashtag #SleepingWithCoach, driving digital buzz and reinforcing Coach's presence in luxury loungewear.

This campaign blends fashion, lifestyle, and storytelling, making the collection both aspirational and highly shareable.



Coachtopia Candles

A limited-edition Coach candle series that transforms everyday decor into an exclusive, collectible experience. Inspired by the playful shoe charms featured in Coach's SS '25 fashion show, each candle showcases a vibrant, fun design and contains a hidden Coach jewelry piece for an added element of surprise. Packaged in sustainable, biodegradable materials, these candles offer a fresh take on luxury home accessories.

Blending Coach's heritage of craftsmanship with a modern approach to home decor, this collection redefines collectible design with a focus on creativity and sustainability. Designed to resonate with Gen-Z's love for statement pieces, these candles fuse fashion, art, and functionality. Special features include bold, playful designs, surprise jewelry reveals, and eco-friendly packaging—offering a new way to experience Coach beyond fashion.



Inspiration

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Decorative candle trend
Coach SS '25 shoe charms

The Designs



- **Dual-Purpose Design**
Designed as both decor and an interactive experience, these candles can be displayed as a collectible or burned to reveal a mystery Coach jewelry piece inside. Inspired by Coach's SS '25 fashion show, each candle features a bold, playful design that elevates any space.
- **Sustainable Packaging**
Packaged in biodegradable, recyclable materials, this collection aligns with Coach's commitment to eco-conscious luxury, offering a stylish yet sustainable home accessory.

Presentation over.

**Time to go shop
Coach!**

Thank you!