



COACHI GADIE

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Overview

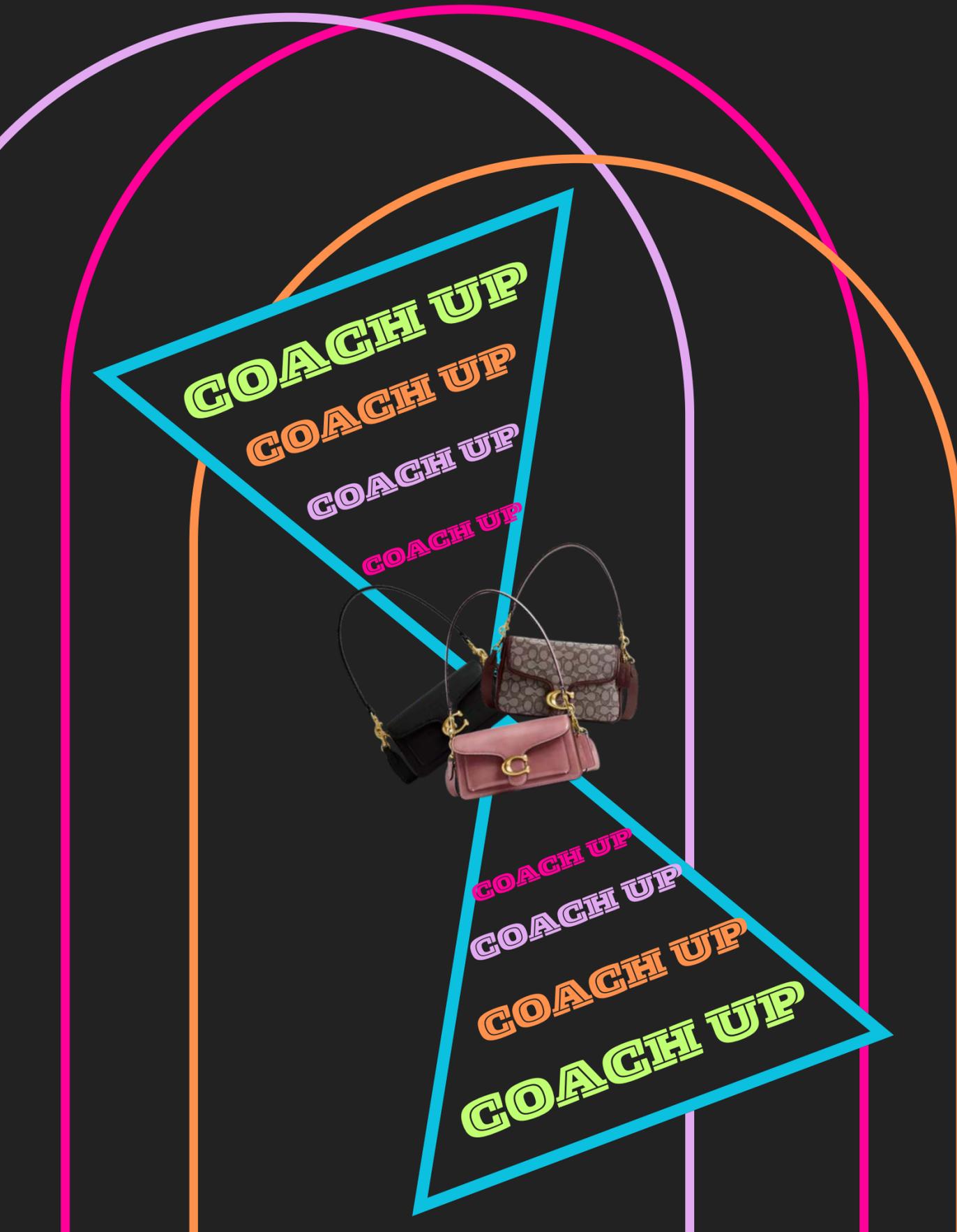
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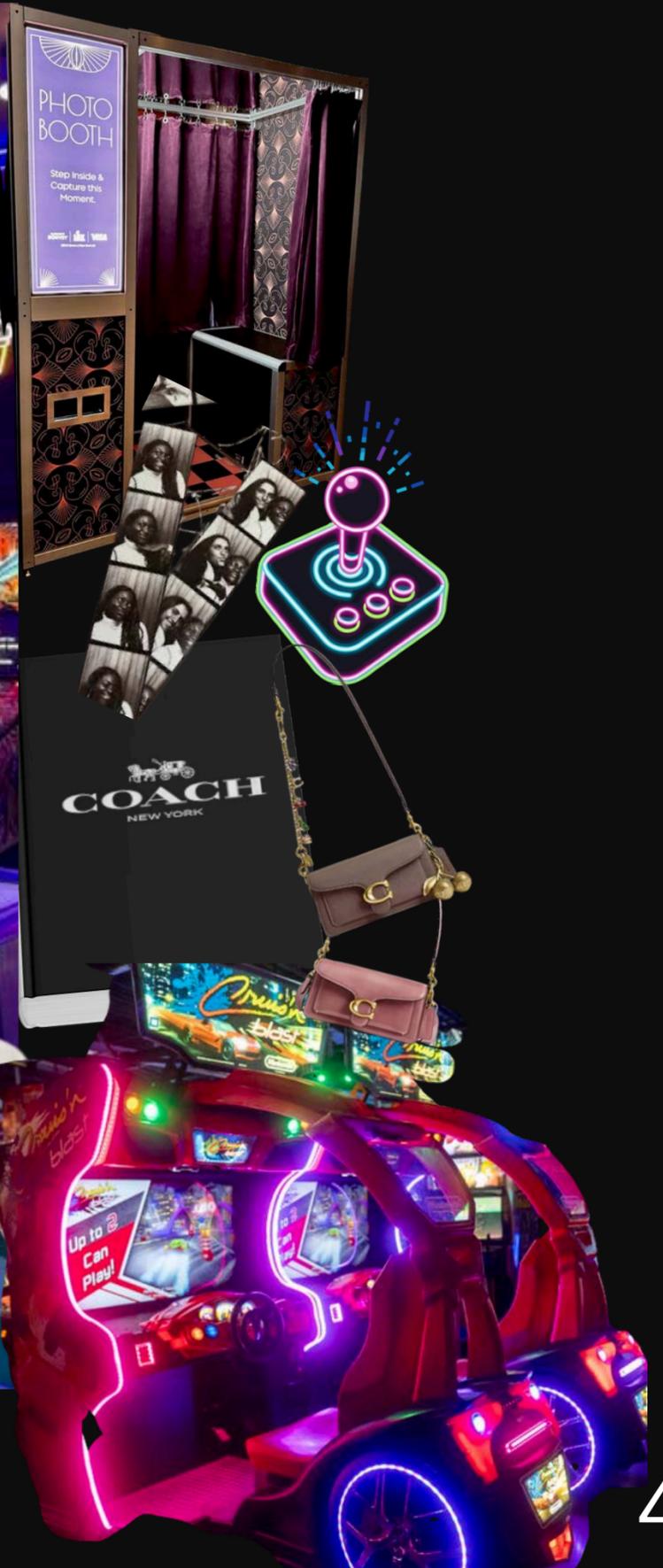
COACH CADE

The Coach Cade reimagines the traditional arcade as a playful, educational third space rooted in creativity, craftsmanship, and community for Gen Z. Designed as more than just entertainment, it serves as a cultural hub where learning and self-expression intersect.

The arcade emphasizes hands-on, immersive experiences that encourage learning through play. Each interactive station is thoughtfully designed to introduce Gen Z to Coach's heritage, craftsmanship, materials, and core values in an intuitive and engaging way.



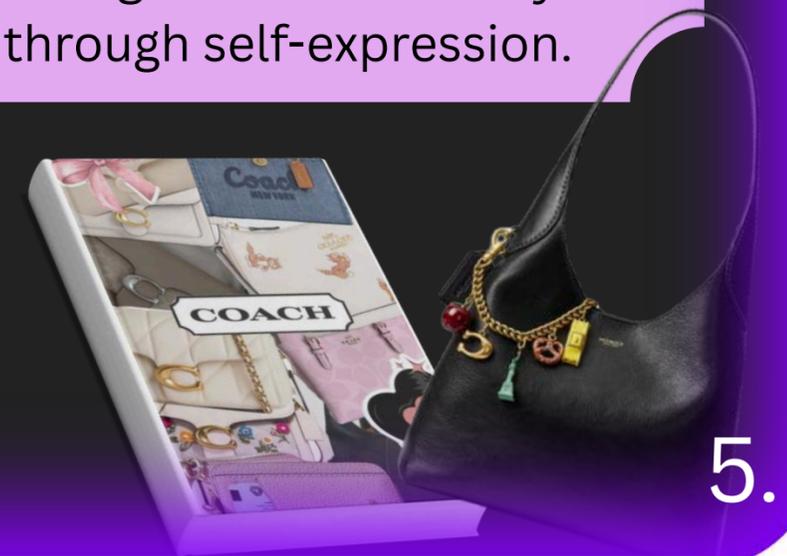
MOODBOARD



Welcome to Coach x Arcade Experience



The Coach Cade transforms Coach's heritage into an interactive storytelling experience, where each station acts as a playable chapter that brings key moments of the brand's legacy to life through hands-on exploration rather than static timelines. Guests unlock milestone designs, cultural influences, and innovations in craftsmanship and sustainability through playful, immersive challenges that show how Coach has evolved while staying true to its core identity. A highlight of the experience is the Build-Your-Bag Table, a modular activation featuring magnetic bag bodies, straps, and charms that allow visitors to design their own custom piece. This tactile, creative moment celebrates personalization and craftsmanship, empowering Gen Z to not only learn about Coach's history but actively reinterpret it through self-expression.



Inspiration



- The interactive Build-Your-Bag station empowers Gen Z with creative control, allowing them to personalize pieces in a way that feels authentic and self-expressive. By blending digital-inspired aesthetics with hands-on craftsmanship, the concept taps into Gen Z's passion for customization, community, and immersive retail experiences.



CREATION STATION

- Fashion × Gaming Culture blends style and interactive arcade energy, transforming a Coach bag into a customizable experience rather than just an accessory.
- Custom Bag Station features an arcade-style digital interface where customers “unlock” patches, charms, and strap colors, mimicking the excitement of leveling up in a game.
- 8-Bit Coach Collection incorporates retro gaming nostalgia through pixelated logos, bold color blocking, and joystick-inspired hardware details.
- High-Score Personalization allows customers to engrave their initials in an arcade leaderboard-style font, turning the bag into a personalized trophy.
- The overall concept celebrates self-expression, individuality, and immersive retail experiences tailored to Gen Z.



GAME
OVER



COACH COMMONS



Coach Commons will be a dedicated social space designed for Gen Z to hang out, play games, and connect in a relaxed and welcoming environment. Inspired by the Fashion x Gaming concept, the lounge will feature arcade-style games, comfortable seating areas for conversation, and creative corners where guests can journal, sketch, or design ideas based on what they've learned throughout the experience. It's more than just entertainment it's a space built around community, creativity, and reflection, allowing visitors to slow down and think about craftsmanship, sustainability, and their own personal style.



- Curated food and drink bar designed to enhance the overall Coach Commons atmosphere
- Themed slushes inspired by the arcade experience
- Specialty coffees and matcha offerings
- Fresh juices and refreshing beverage
- Light bites including pastries, sliders, snack boards, and sweet treats



Inspiration Games



- The Coach Claw Machine reimagines the iconic arcade game into a branded, interactive moment where guests can compete to win Coach bags or collectible charms. By combining gamification with luxury rewards, the activation creates excitement, encourages participation, and deepens engagement with the brand in a memorable way.

- The Coach Basketball Game is an interactive arcade-style experience where guests step up to the rim and shoot their shot. Players aim to score as many baskets as possible within a set time, turning a classic basketball challenge into a branded, high-energy activation.

COACH X ARCADIE

PURSES

COLLABORATION



FLOOR PLAN



THANK YOU!