

WHAT COULD A "THIRD SPACE" LOOK LIKE FOR COACH?

WindowsWear Mentorship Program

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What is Tabby House?

Tabby House is a third space by Coach to attract Gen Z seeking connection beyond home and work; a place to slow down, recharge, and belong.

Inspired in Coach's legacy of craftsmanship and accessibility, Tabby House translates the brand's values into a multi-sensory, communal environment that prioritizes experience over transaction.

Tabby bag, as a symbol of Coach's iconic heritage and self-expression, is at the center of the entire space. Tabby House brings together wellness, social connection, and education in a welcoming environment designed to feel intentional and human. It operates as a semi-private, appointment-based destination, open to everyone, yet shared with a select group at a time encouraging connection and deeper engagement with the brand.



Inspiration

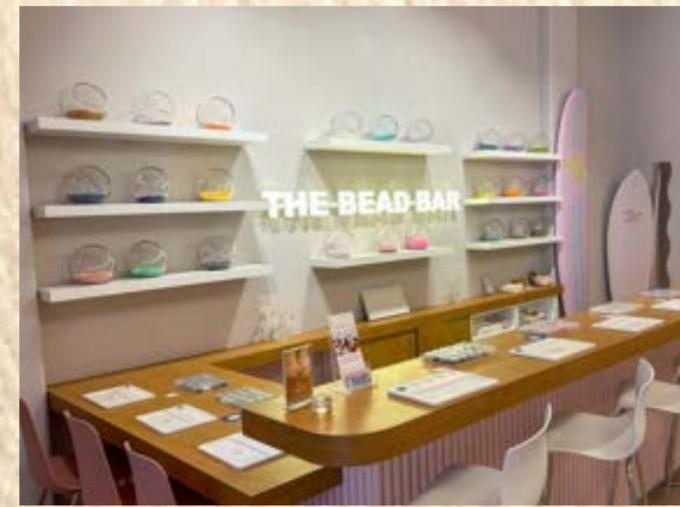
COMMUNITY & BELONGING

CRAFTSMANSHIP

ACCESSIBLE LUXURY

GEN Z SELF-EXPRESSION

WELLNESS & CREATIVITY



Welcome to

Tabby House



1

Tabby Lab

2

Tabby Social

3

Tabby Cafe



Tabby Lab



Tabby Lab is the point of entry designed for gathering, slowing down, and discovering Coach beyond the product. Build around Coach's legacy craftsmanship, it's a creative leather playground where visitors can learn how to care for, clean, and refresh their Coach leather goods.

Tabby Lab works through guided, hands-on sessions led by Coach associates, where guests can book a workshop or join during open studio hours. At different stations, visitors are shown step-by-step how to condition leather, protect hardware, and keep their bags looking new. There are also customization areas where guests can add removable color-block patches, switch straps, or explore interchangeable leather details.



Inspiration

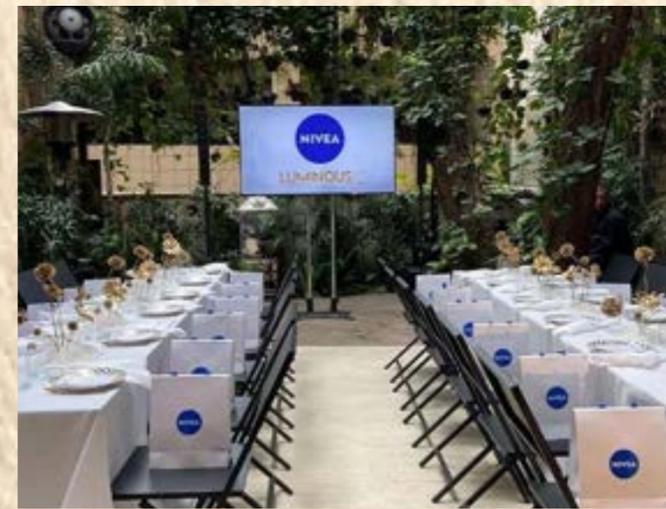
SELF-CARE CULTURE

CREATIVE EXPRESSION

STYLE EVOLUTION

GATHER & CREATE

GEN Z HERITAGE



Main Floor

Tabby Lab





1

Tabby Lab

2

Tabby Social

3

Tabby Cafe

Tabby Social



Tabby Social, located on the second floor, is designed for connection and community. It is a relaxed, modern lounge where guests can sit, talk, and spend time together.

Tabby Social works through curated events that require registration, along with open lounge hours throughout the week. Guests can attend Sunday night gatherings, film screenings, and Q&A conversations with ambassadors and creative voices on topics including wellness, career growth, creativity, and self-expression. The space can be rearranged for panels, small group discussions, or networking moments, making each visit feel different. Tabby Social is built to encourage real interaction, giving guests a reason to return not just for an event, but for the community.



Inspiration

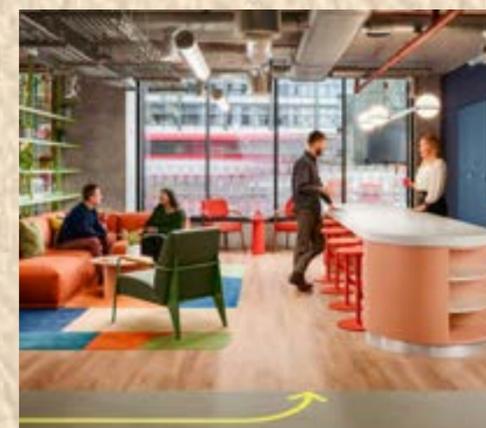
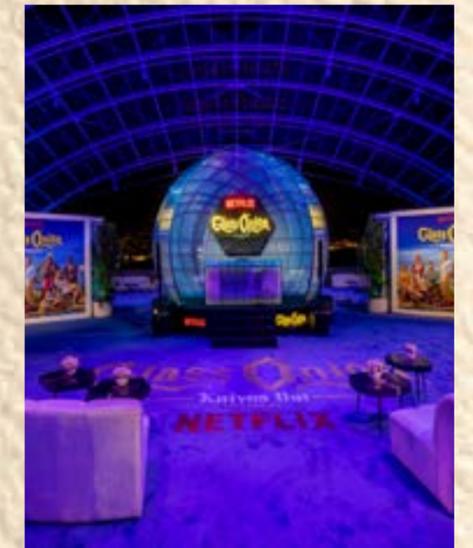
EXPERIENCE-FIRST

MODERN COMFORT

AMBASSADOR INFLUENCE

SOCIAL CONNECTION

HAPPY HOURS
(REIMAGINED)



2nd Floor

Tabby Social





1

Tabby Lab

2

Tabby Social

3

Tabby Café

Tabby Café



Tabby Café, located on the third floor, works as both a hospitality space and a brand experience. Guests can walk in during open hours, order from a curated menu of specialty drinks and pastries, and choose to sit with friends, work, or relax, while still feeling connected to the brand. Inspired by the Tabby bag and The Coach Coffee Shop, Tabby Café is designed with clean details that make the space feel intentional and immersive and every area feels photo-ready, creating an environment that Gen Z would see online and genuinely want to hang out in.

In addition to building community, Tabby Café is one of the two main revenue streams within the space, generating income through food and beverage sales while strengthening the overall brand experience.

Inspiration

COFFEE CULTURE

SIGNATURE AESTHETIC

PHOTO-READY

TREAT YOURSELF ENERGY

HOSPITALITY AS BRAND



Tabby Edit



Tabby Edit, also located on the third floor, is a curated gift shop designed for discovery. It is a space where guests can browse collectibles, limited pieces, and small keepsakes that extend the world of Tabby beyond the bag itself. From mini accessories to thoughtfully designed lifestyle items, everything feels intentional and connected to the Tabby story. It turns the final stop of the building into something memorable, giving guests a way to take a piece of the experience home with them.

Tabby Edit is the second revenue stream of the building, generating income through product sales while strengthening the brand experience beyond the main bag.



Inspiration

EXPERIENCE-TO-PRODUCT

TREND-AWARE

CURATED FINDS

ICONIC LIFESTYLE

SIGNATURE DETAILS





Within Tabby Edit, the Tabby Blind Box is designed to add surprise and fun to the shopping experience. Inspired by collectible culture, the mini Tabby bag keychains are sold in sealed boxes, so guests won't know which color they receive until they open it. It turns a small accessory into a playful moment that feels exciting and shareable.

The Tabby Blind Box works through curated drops released in limited numbers. Each drop includes classic colors, seasonal shades, and one rare edition. The surprise element encourages repeat visits, as guests may return to find a new color or try for the rare piece.

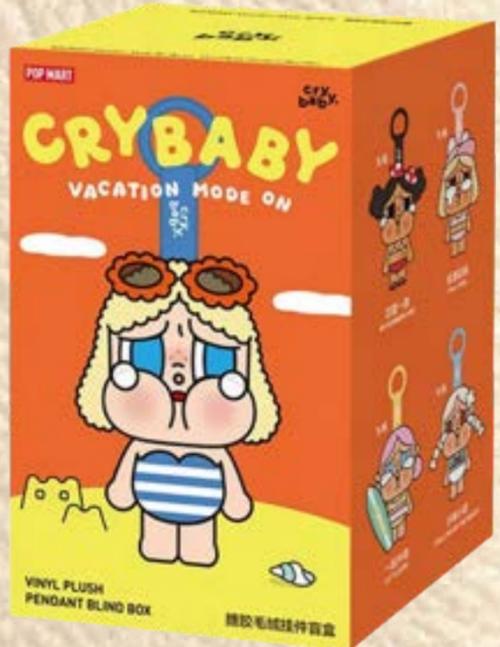


Inspiration

COLLECTIBLE CULTURE

LIMITED EDITION

TRADE & COLLECT



3rd Floor

Tabby Edit



MORE IDEAS



Tabby Gallery



Tabby Gallery is a creative exhibition space by Coach designed to turn the Tabby bag into art. Inspired by Coach's heritage and bold self-expression, the gallery reimagines the Tabby through paintings, sculptures, and large-scale installations in different colors and artistic styles. It transforms a fashion icon into a cultural moment.

Tabby Gallery works as an open, walk-through art experience where guests can explore curated exhibitions at their own pace.



Tabby Gallery





Tabby Career Studio

Tabby Career Studio is a professional development space by Coach designed to support Gen Z as they step into their next chapter and help young professionals build skills, gain confidence, and feel prepared for what comes next. Inspired by Coach's belief in confidence and self-expression, the studio transforms career growth into an empowering and welcoming experience.



Tabby Career Studio works as a guided learning space where students can attend workshops, receive one-on-one resume feedback, practice interviews, and connect with mentors. Guests can book sessions in advance or join scheduled events throughout the week.

Tabby Career Studio



Tabby House is just getting started. This project shows why Coach would be incredible in creating third spaces for Gen Z, a place to connect, create, relax, and grow beyond just shopping. By turning the Tabby bag into a full experience built around community, culture, and confidence, Tabby House redefines what accessible luxury looks like for the next generation, immersive, social, and built to return to.

**See you at Coach
Tabby House.**

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