

# COACH 2026

2026

**PRESENTED BY :**  
Bahiya Craig



**“SACKING NOSTALGIA  
ONE MOVE AT A TIME”**

# WHERE GEN Z GOES TO MEET

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With 3<sup>rd</sup> spaces dwindling and social media on the rise, Gen Z is finding themselves wanting connection, offline. Social Clubs have risen as the standard for that connection and with it have prioritised intentional and “hobby based” socializing. Social Clubs cut through the weeds of finding people with similar interest and allow you to make instant connections with people you know you’ll “like” allowing for a low-pressure way to make friends based on shared interests. With Covid & digitization Gen Z is looking for ways to break away from loneliness and isolation and find themselves drifting towards intimate and intentional screen breaks. Now although those within this cohort are looking for offline intimacy, they still find themselves participating in the “Share-First” Aesthetic, social clubs are usually experiences that feature or are placed in visually striking locations that allow for photo-ops and other postable content making them both personal and shareable.

# THE PSYCHOLOGY OF GEN Z



Gen Z as a cohort is OBSESSED with noastalgia, between supper clubs, dinner parties, the ressurangance of fur and wanting genuine connection. We see an outbreak of older traditions that brought our parents together. They want to embrace older methods of communication not just technologically but physically. Traditional dining and nightlife venues typically involve significant costs. Supper clubs, whether held in private homes or temporary pop-up locations, provide an economical alternative for accessing quality cuisine and social environments while avoiding the high cost associated with established restaurants. Recent demographic data indicates an increasing proportion that Gen Z individuals are minimizing or abstaining from alcohol use. Supper clubs create opportunities for social engagement that prioritize culinary appreciation over alcohol consumption. Generation Z demonstrates a preference for authentic, in-person experiences that cannot be replicated digitally. Events ranging from themed dinner gatherings to immersive "food raves" emphasize the physical presence and shared atmosphere generated through communal dining and musical accompaniment. These gatherings enable hosts to exercise comprehensive control over event elements including music selection, attire requirements, and menu composition. This level of customization transforms the event into an expression of individual aesthetic preferences and creative vision.

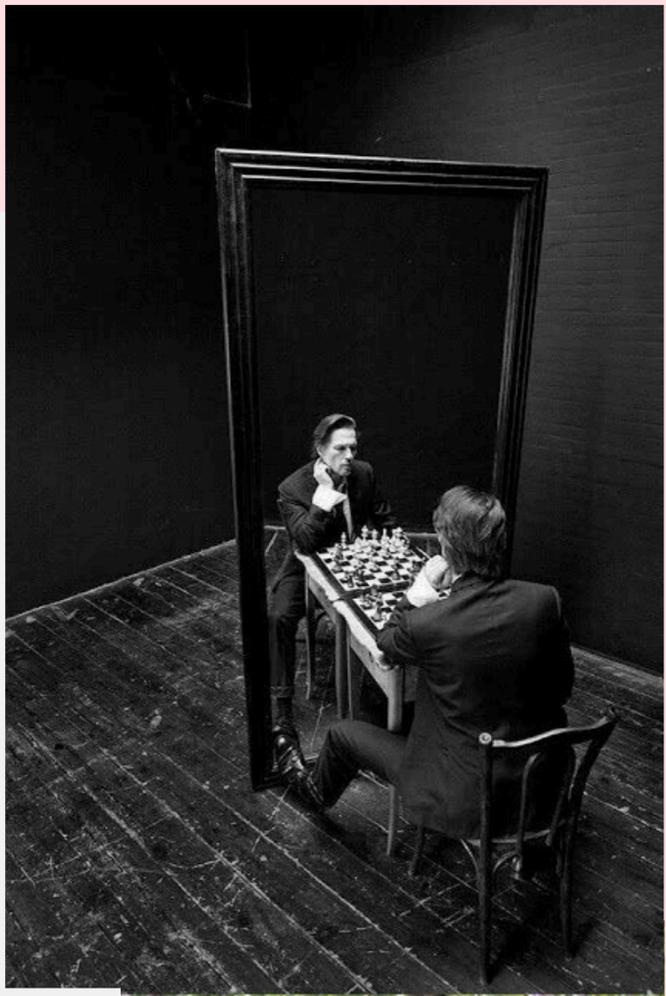
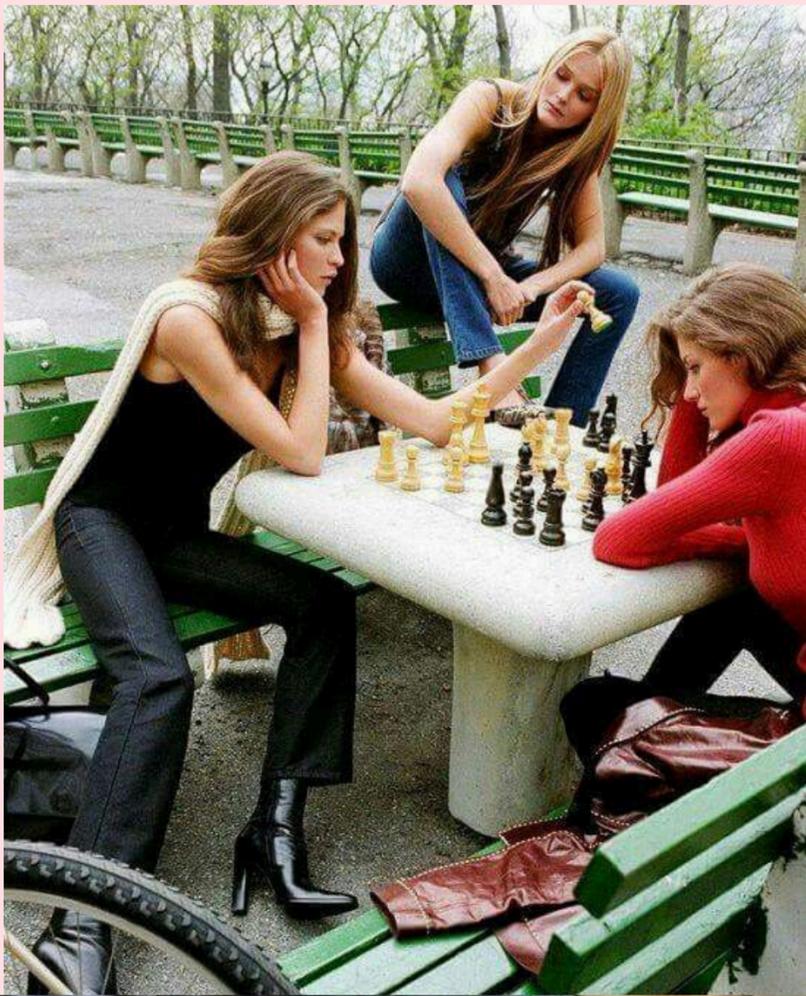
# SACKING NOSTALGIA ONE MOVE AT A TIME



Although Social Clubs are popular, those that feature specific ways to engage in community are the most popular. Leading to the idea of a Social Club that specifically focuses on board games, and in particular, chess. With the Coach Social Club those within the Gen Z cohort will be able to participate in games the chess. The idea based off of community parks where games of chess have created, fostered and nurses relationships generationally. With Mate & Meet @Coach's Social Club, each member will play 1-2 rounds of chess with someone else attending. This way they'll be able to engage in not only socialization but in a way that is low pressure and allows them to engage in a physical activity. Those not playing can grab a drink, enjoy food and participate in photo-ops while watching the current matches. The following slides will include visuals of this concept and my approach to including multi-sensorial execution in a way that will allow Gen Z attendees to feel "offline" while still allowing for the instant gratification of posting their endeavours online.



# EVENT MOODBOARD

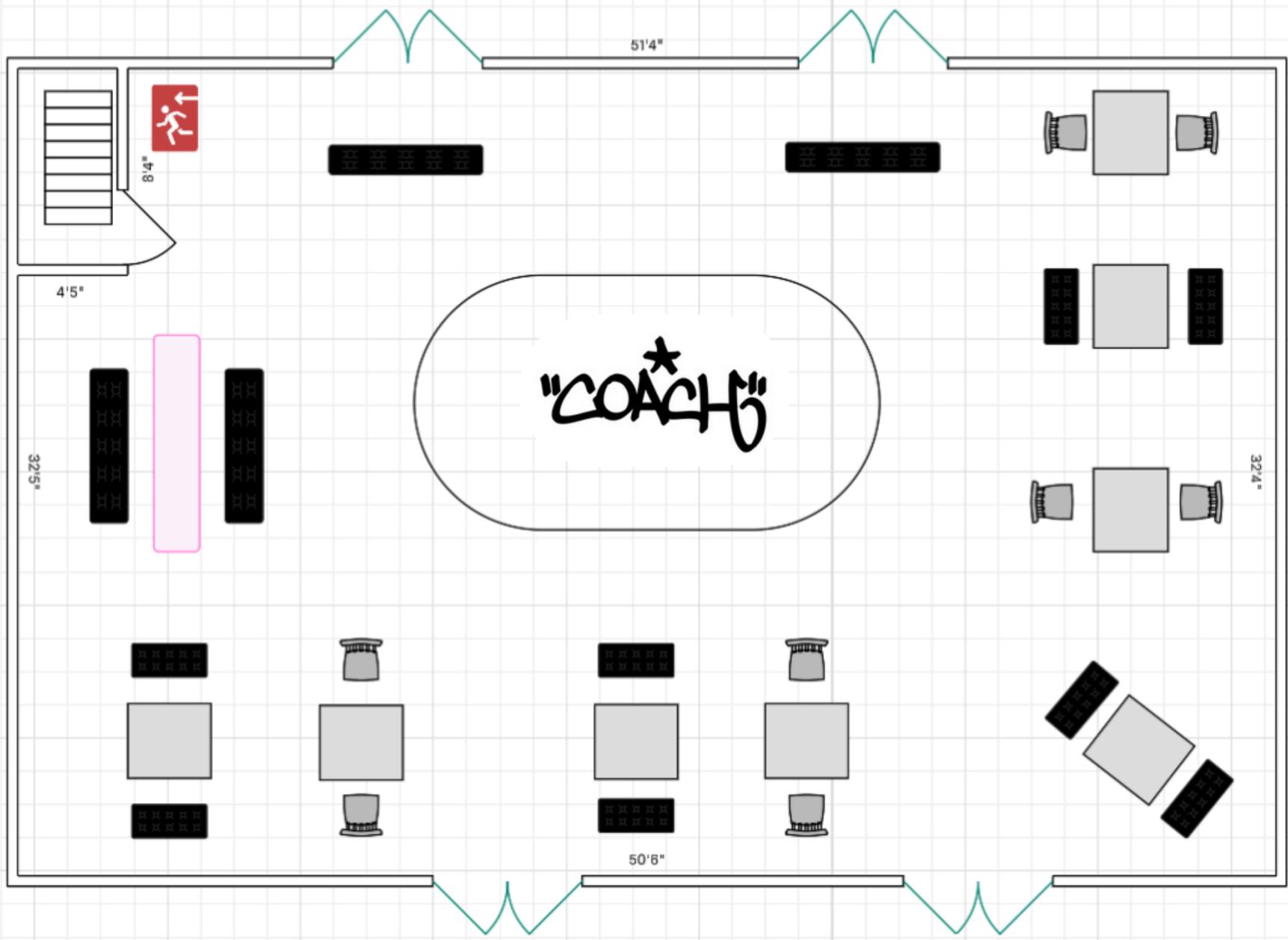


# VISUALS MOODBOARD PT.2

# FLOORPLAN

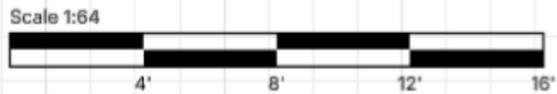
**Coach Social Club**

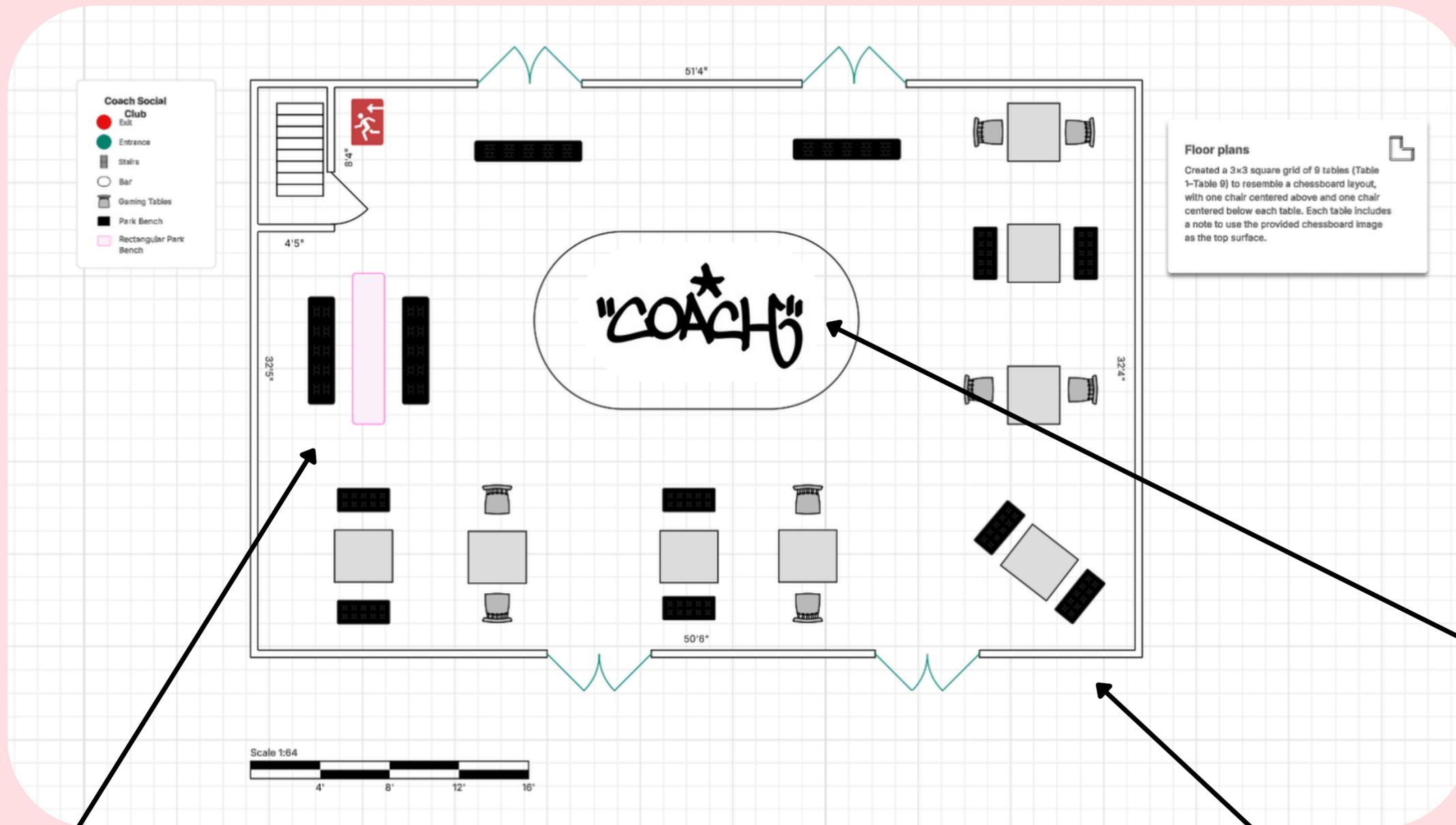
- Exit
- Entrance
- ▤ Stairs
- Bar
- ▣ Gaming Tables
- Park Bench
- ▭ Rectangular Park Bench



**Floor plans**

Created a 3x3 square grid of 9 tables (Table 1-Table 9) to resemble a chessboard layout, with one chair centered above and one chair centered below each table. Each table includes a note to use the provided chessboard image as the top surface.





Imagine a square grid of 9 tables (Table 1-Table 9) to resemble a chessboard layout, with one chair centered above and one chair centered below each table. Each table includes the provided chessboard image as the top surface. Topped with chessboards that feature the iconic Coach logo!

Park benches with a C shape as its base and park tables that have the Tabby Bag designed in grafatti.

The space is about community, having standing room around matches allows for the interconnectedness that public parks allow.

The "Coach Bar" in the center of the room that's covered in graffiti and resembling the graffiti lining the walls in most NYC parks.

# VISUAL CONCEPT

## Board Concepts

With nostalgia & sustainability being a hit when targeting Gen Z consumers, using older products such as this Remade Chess set could bring attention to Coach's use of high quality materials and commitment to sustainability.



A modernized board will allow for Coach to shine but also incorporates that "New York" feel and brings Gen Z closer to connection, not just with the city BUT its people.

# EVENT DESIGN



## PARK BENCHES

Are a place of respite for many, and like in central park the use of plaques would come into play, benches dedicated to “the tabby bag” would be a subtle nod to the bag without making the event bag exclusive. What’s fun would be Coach employees signing off their “love” to the Tabby Bag on the dedication.



## GRAFFETI

Will be Coach’s friend for photo ops and allowing Gen Z to see the Coach logo in this form will associate it with streetculture. It will also help the environment of the space feel as though its in a public park. The graffiti is a symbol of NYC and fosters ideas of creativity.



## CHESS BOARDS AS DECORATION

Chess Boards hanging on the wall of the venue hold Coach’s iconic Tabby Bag in different colors, allowing for guest to not only use as a photo-op but allows for Coach to gain publicity & attention for the bag. Guest will also be able to tangibly hold/see the bag in a playful and fun way!

# NOTE TO THE READER

I'm from New York, Harlem to be exact. I know the feeling of walking into your local park and it being a place of respite, love and understanding and that alone was enough to get through the hustle and bustle. Even walking through Union Square or Washington Sq Park, you can see the chess games in full effect. There is community and I want people to experience that comfort. Feeling at home in an unknown place is where it all starts.

-Bahiya

# THANK YOU

2026

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