



# COACH COMMON

“A tactile community anchor that turns the bag in your hand into a bridge for human connection, craft, and circularity”

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Visual Merchandising: Display - Sec 001



# Community Need

## The Problem: Digital Saturation

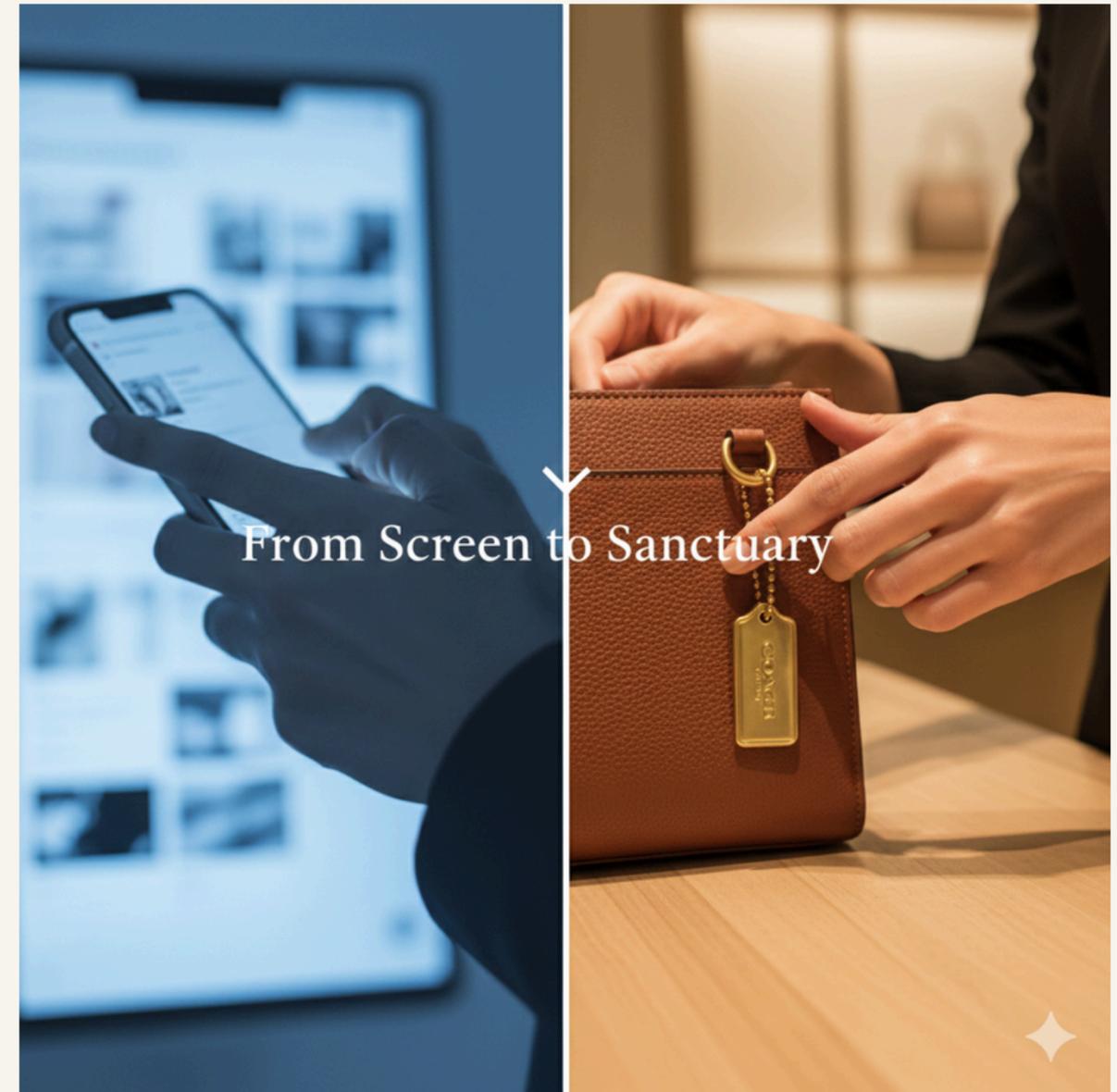
- 84% of young luxury buyers now define luxury as an immersive experience rather than a mere possession.
- Coach Common addresses the urban 'Third Space' deficit by anchoring human connection within the circular evolution of luxury craft.

## Evidence:

- Experiential luxury is outperforming goods, growing by 8% to reach \$103.4B in 2025.
- The luxury resale market is growing 3x faster than firsthand retail and is projected to hit \$41.6B by 2026.
- 34% of consumers cite fear of counterfeits as a barrier to circularity, creating a need for physical, branded authentication hubs.
- Physical stores still drove 81% of luxury sales in 2025.
- 52% of high-income shoppers now prefer in-store fashion shopping, an increase from 36% in 2023.

## Solution:

- Coach Common is the architectural answer to these shifts. The Kiosks satisfy the 52% of high-income shoppers who have returned to in-person retail by providing a tangible, branded environment. These spaces serve as a trust-building anchor by utilizing the Verification & Intake Counter to solve the market's primary friction point, which remains authenticity.





# Coach Common

## What is it?

- A social environment separate from the "First Space" (Home) and "Second Space" (Work) where people spend time to connect and build relationships.
- Characterized as neutral ground that is welcoming, unstructured, and conversation-led.
- A space where social backgrounds level out, allowing for informal interactions among a diverse, heterogeneous community.

## Why Coach Common is a Cultural Necessity

- As digital fatigue grows, consumers are rejecting social media driven lifestyles in favor of real life community-building experiences.
- Moving from a point of purchase to a shared room that blurs the lines between retail, culture, and hospitality.
- By prioritizing relational value (belonging) over transactional value (sales), the space turns curiosity into long-term brand equity.
- More than a showroom, this space is a social hub. This builds a lasting bond between the community and the brand, making Coach a natural part of the next generation's lifestyle.





# Coach Brand DNA

**Circular:** Focuses on the entire lifecycle of a product including repair and resale, rather than just the initial sale.

**Immersive:** Prioritizes high-sensory, physical environments that offer a deeper experience than traditional retail stores.

**Democratic:** Maintains an accessible and inclusive atmosphere where luxury is accessible and integrated into everyday community life.

**Tactile:** Emphasizes the physical touch and craft of materials to provide a grounded alternative to digital interactions.

**Participatory:** Encourages customers to help shape the brand story through personal curation and community events.

**Authentic:** Leans into brand heritage and real-world utility to build trust with consumers who value transparency.





# Target Consumer

## Audience

- High-Low mixers who prioritize authenticity and heritage over raw status.
- Seeking tactile experiences and grounded, real-world interactions to offset digital fatigue.
- Active participants in the circular economy who view fashion as a tool for storytelling, repair, and resale.

## Connection & Circularity

- Unstructured low-pressure spaces that offer a sense of belonging outside of work and home.
- Move toward circular living, consumers crave spaces that facilitate the entire lifecycle of a product (upcycling/customization) rather than just the initial purchase.

## Evolution of the Third Space

- In 2026, retail must transition from "points of purchase" to "points of experience."
- As traditional social hubs fade, Coach Common acts as a community anchor, humanizing the brand and building deep emotional loyalty that transcends a transaction.





# Five Senses System

## Sight

- "Wall of Digitals" (community-led content).
- Satisfies the 84% of young luxury buyers who define luxury as an immersive visual experience.

## Touch

- Hands-on interaction at the Verification & Intake Counter, where customers can feel the weight, grain, and hardware of both archival and pre-loved pieces.
- Increases purchase likelihood and builds the tactile trust that digital platforms lack.
- Couches and seating made from recycled coach leather.

## Sound

- Conversation pits and the sound of traditional craft (the click of hardware, the pull of thread).
- Use of "slow sound" and human conversation builds a sense of belonging.

## Smell

- Blend of Coach's signature leather and freshly roasted coffee from the Common Bar.
- Scent triggers 75% of emotional memories, anchoring the brand in the customer's long-term memory.

## Taste

- Locally sourced drinks and seasonal cocktails, presented in custom Coach serveware.
- Transforms the store from a point of sale into a hospitality destination, extending the average dwell time and social interaction.

**THE 5 SENSES OF COACH COMMON**  
Creating a High-Sensory Sanctuary

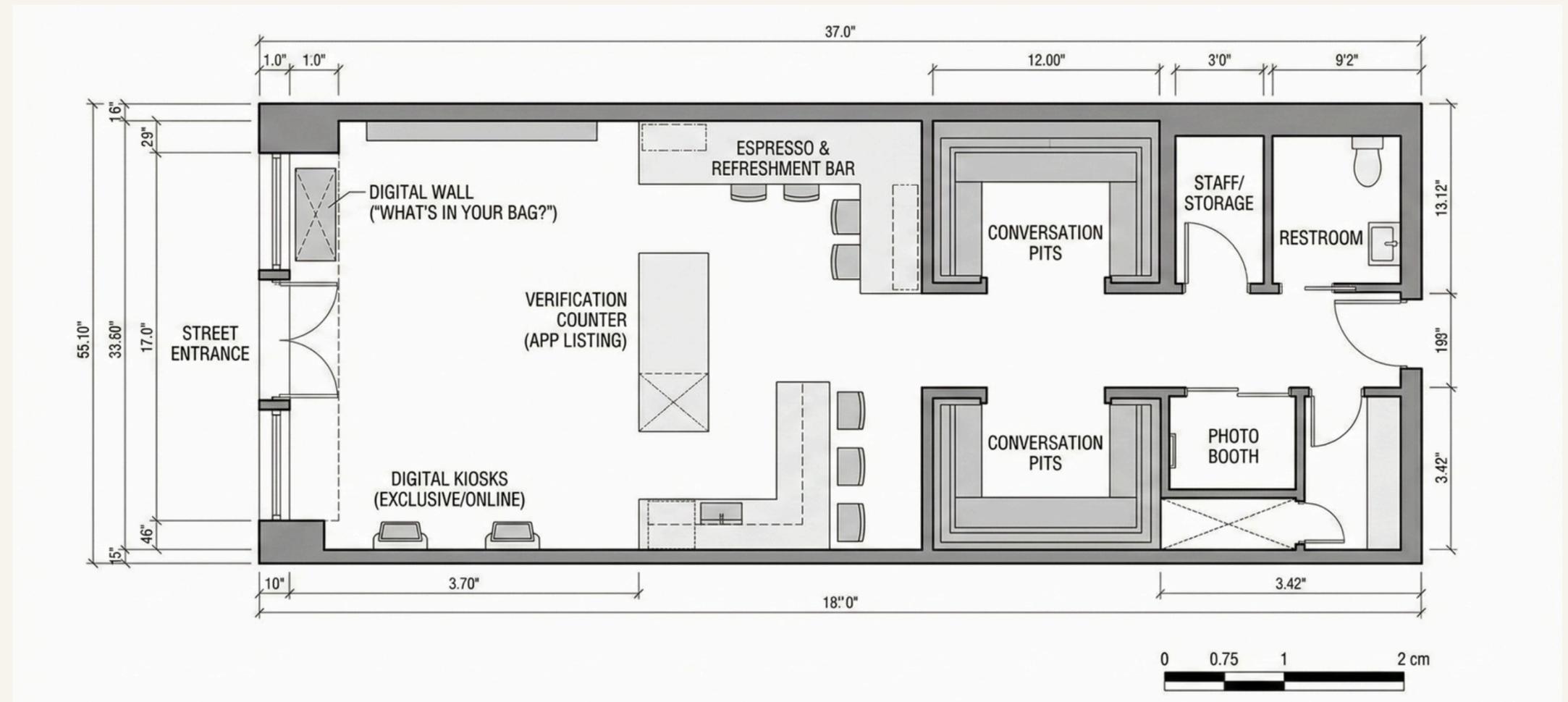
SIGHT	TOUCH	SOUND	SMELL	TASTE
THE IMMERSIVE NARRATIVE	THE TACTILE CONNECTION	THE SOCIAL RHYTHM	THE SIGNATURE AROMA	THE SOCIAL RITUAL

**“THE LIVING ARCHIVE:** CoachCommon is a social space where shared experiences turn the store into a living history of the brand and its community.”



# Experience Journey

- Guests are greeted by a "Wall of Digitals" featuring a "What's In Your Bag?" community feed, immediately blending personal storytelling with brand history.
- Kiosks provide seamless access to online-exclusive collections within a high-touch physical environment.
- A "Verification & Intake Counter" serves as the physical engine for the second-hand marketplace.
- A professional "Photo Booth / Studio" allows the community to create high-quality content for the app and social feeds on-site.
- The Common Bar acts as the warm, brass-accented heart of the space, where the aroma of freshly roasted coffee and heritage leather invites guests to linger over localized cocktails and shared conversation.
- Conversation pits and a dedicated "Community Gathering Space" facilitate unstructured socializing and planned events.





# Common Bar

The Common Bar serves as the hospitality anchor of Coach Common, designed to extend guest dwell time and transform the retail environment into a social destination. By prioritizing relational value over simple transactions, it helps turn curiosity into long-term brand loyalty.

## Key Functions & Design

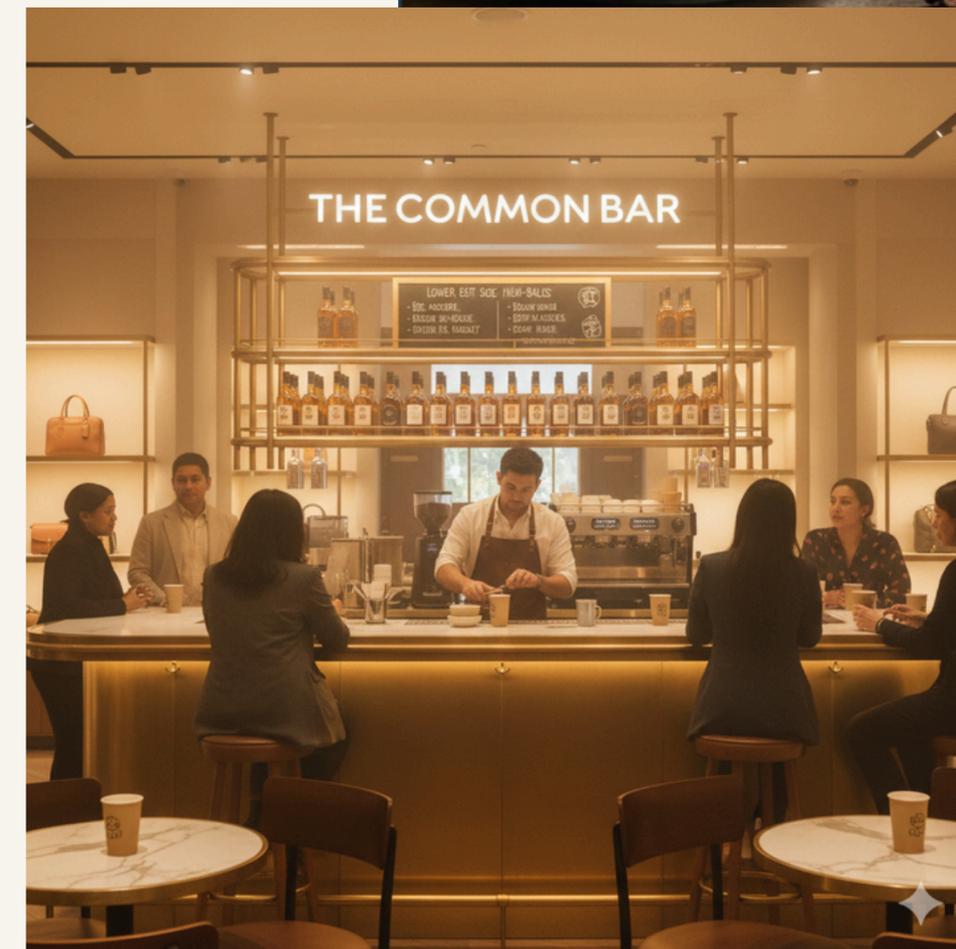
- Architectural Signature: Features a standardized brass design that remains consistent across all global locations.
- Social Ritual: Transitions the space from a point of sale into a hospitality hub, facilitating unstructured social interaction.
- Sensory Branding: Acts as the source for the "Signature Aroma," a curated blend of freshly roasted coffee and Coach's heritage leather.

## The "Taste" Experience

- Local Integration: While the hardware is global, the menu is localized to the city's specific identity.
- Example (NYC): Features "Bodega High-balls," coffee from Brooklyn roasters, and spirits from Lower East Side distilleries.
- Branded Touchpoints: All locally sourced drinks and seasonal cocktails are served in custom Coach serveware.

## Strategic Value

- Extended Dwell Time: By offering a high-quality food and beverage program, the bar encourages guests to stay longer and engage deeper with the community.
- Emotional Anchoring: Scent triggers 75% of emotional memories; the bar's aroma is designed to anchor the Coach brand in the customer's long-term memory





# Common Pits

## Sunken Socializing

- These sunken, leather-wrapped lounges provide a low-pressure, neutral ground for "style soulmates" to transition from digital chat to physical connection.

## Tactile Heritage

- Every pit is upholstered in recycled Coach leather, ensuring the seating is a direct physical extension of the brand's craft.

## Social Rythym

- The circular architectural design is intended to force a "social rhythm," facilitating unstructured socializing and building a sense of belonging outside of work or home.

## Pit Geometry

- Each lounge is meticulously sculpted into a "C" for Coach, a deliberate architectural nod that serves as both a signature and a functional embrace. This open-ended curve avoids the hierarchy of a standard circle, instead offering a welcoming shape that invites new connections to enter the conversation freely.





# Verification and Intake Counter

## Repair, Authenticate, Resale.

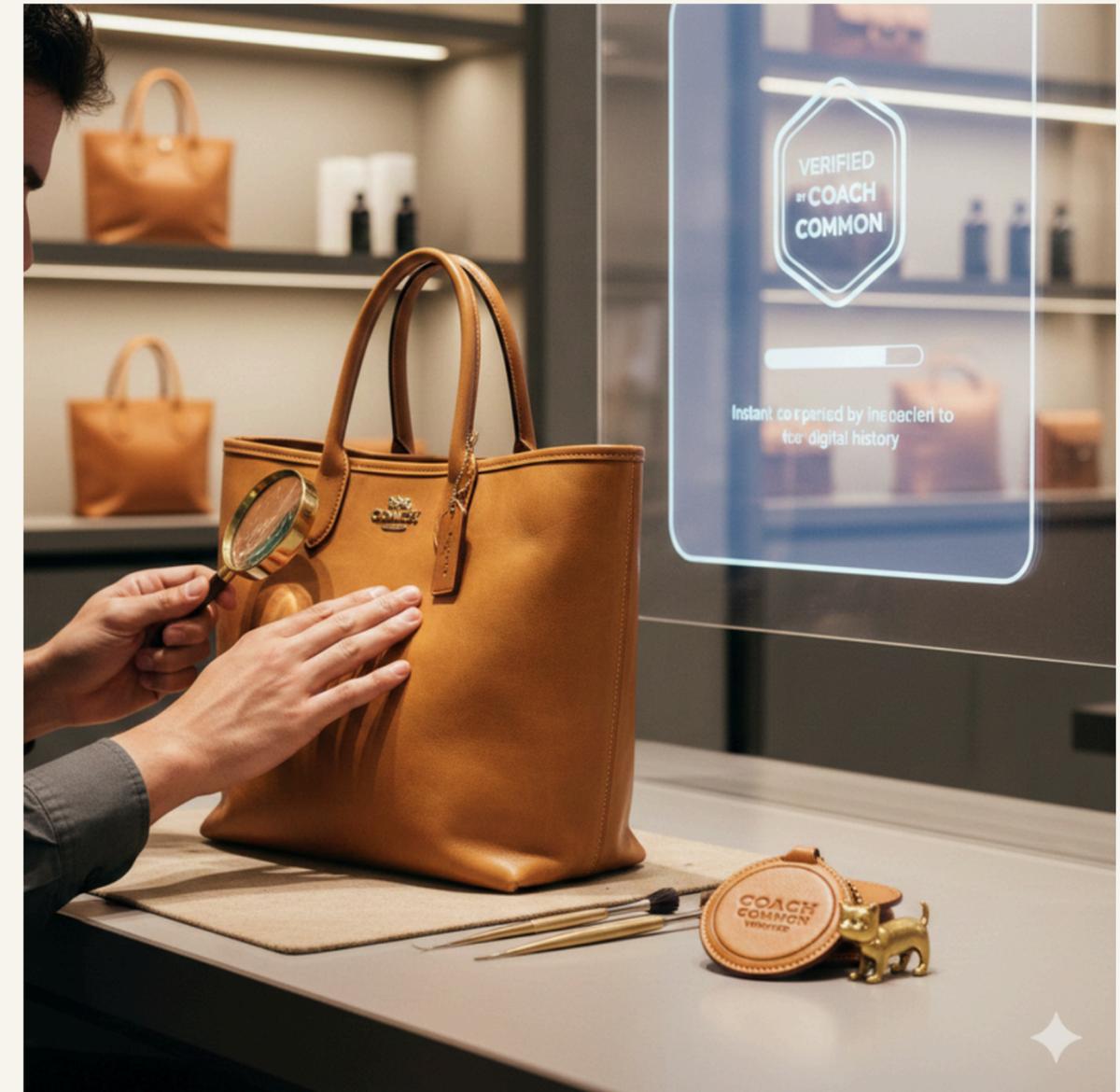
- This module is the operational heart of the "Third Space" and solves the #1 barrier to circular fashion, which is authentication trust.
- 60% of consumers use resale platforms, physical third spaces provide the necessary human interface for authentication and trust-building.

## The Service: "Refreshed & Ready"

- Craftsman's Touch: On-site experts perform "small fixes" such as cleaning, conditioning, and hardware tightening to prepare pre-loved bags for their next chapter.
- Trust Standard: Rigorous tactile inspection of leather grain, weight, and hardware verifies authenticity. This process removes the 34% fear of counterfeits that creates friction in the resale market.
- The Digital Bridge: Once verified and refreshed, items are instantly listed on the Coach Common App. This creates a seamless link between physical intake and the global marketplace.

## The "Proof Mark" System (Physical + Digital)

- The Physical Stamp: Every authenticated bag receives a collectible "Tabby Proof Mark", a stamped leather tag or metallic charm attached to the bag. It serves as a visible status symbol of circularity and authenticity.
- The Digital Badge: A permanent "Verified by Coach Common" badge is added to the item's digital history. This is accessible via the Wall of Digitals and increases its value and provenance for future trades.





# Wall of Digitals

## The Content: "What's In Your Bag?"

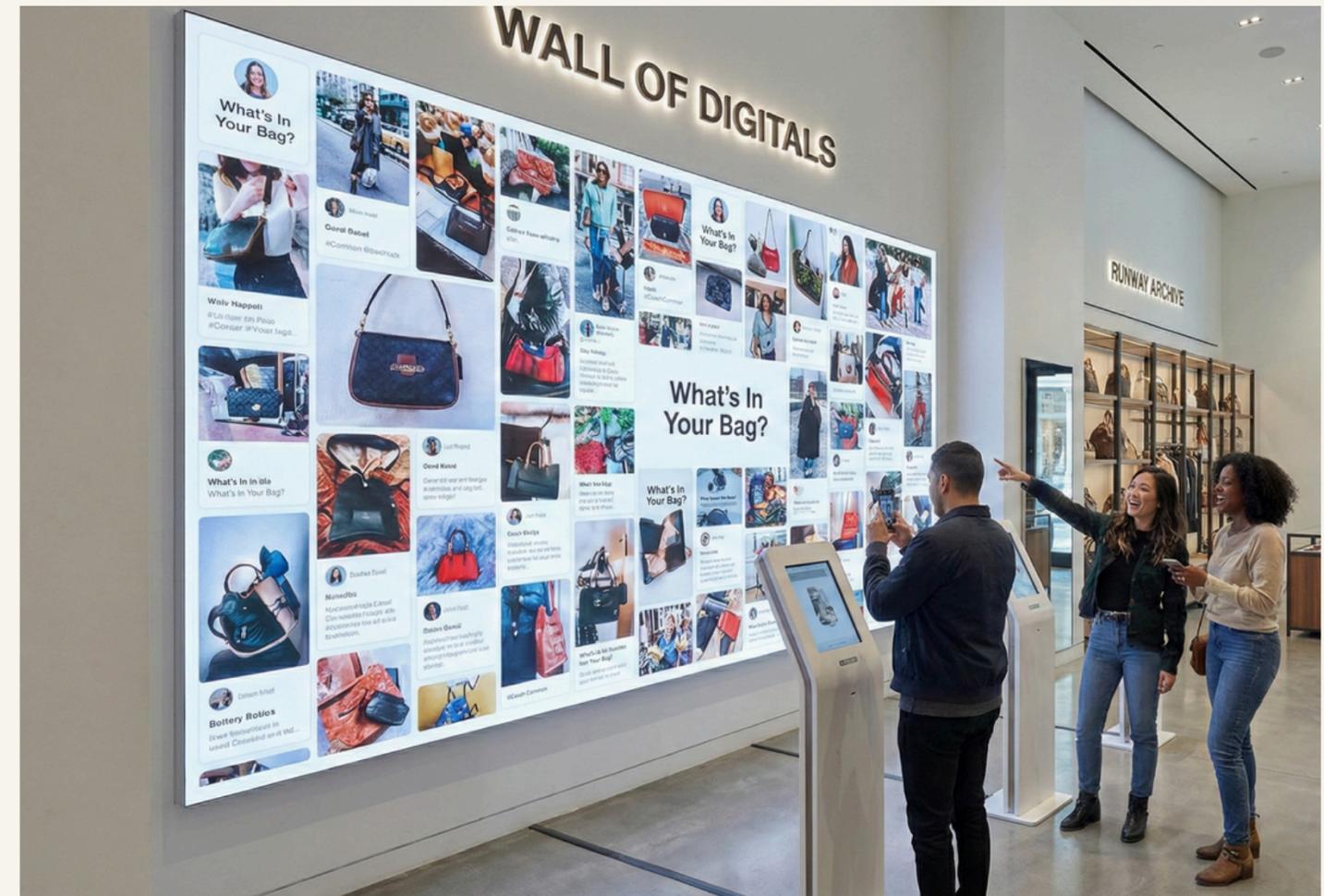
- Community Curation: The screen displays a rotating feed of high-resolution flat-lay photography submitted by guests, revealing the unique contents of their Tabby bags.
- Real-Time Integration: Content is pulled directly from the Photo Studio and the Coach Common App, creating an immediate feedback loop between physical action and digital recognition.

## The Function: Validation & Discovery

- When a user posts their "Bag Match" story or a verified trade, they can choose to have it appear on the wall, turning a private transaction into a moment of public community recognition.
- Interactive Discovery: Guests can scan items on the screen via the app to learn about the history of a vintage piece or the specs of a new arrival.

## The Strategic Value

- Social Proof: It provides immediate visual evidence that the "Third Space" is active and alive.
- Living History: It transforms the store from a static showroom into a collaborative archive, where the customer's story becomes just as important as the brand's story.



"We don't just broadcast our campaign to you; we broadcast your life back to the community."



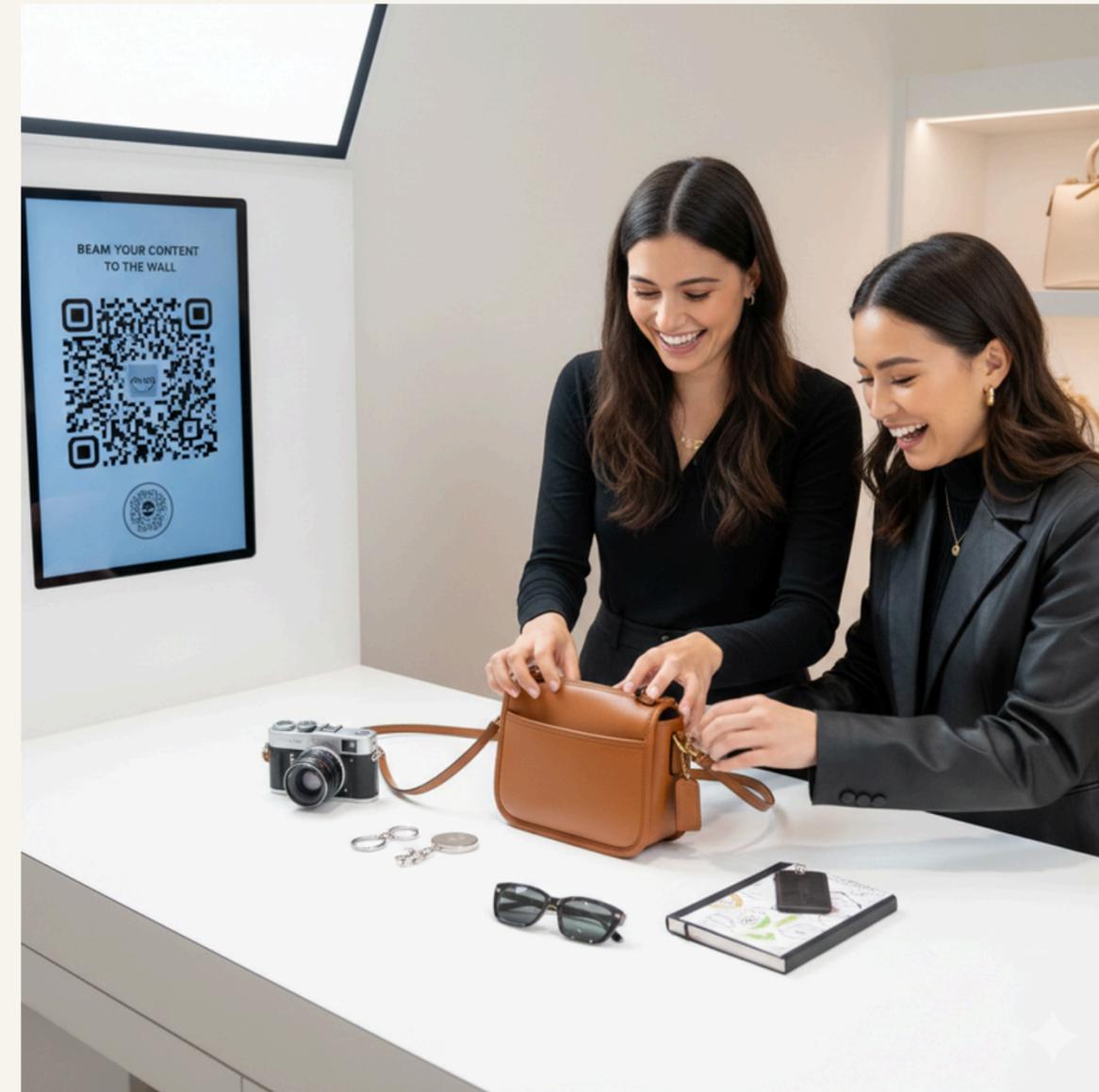
# Photo Studio

## The Community Content Studio

- The Photo Studio is a professional-grade creative space within Coach Common. It serves as the primary engine for community curation, allowing guests to bridge the gap between their physical experience and the brand's digital ecosystem.

## Key Functions & Features

- Professional Content Creation: A dedicated studio environment that enables the community to capture high-quality content of themselves and their bags.
- Real-Time Integration: Features a seamless digital bridge where users can scan a QR code to instantly put their content to the store's massive Wall of Digitals.
- Community Curation: Drives the "What's In Your Bag?" feed by encouraging guests to create high-resolution flat-lay photography of their daily carries.
- The Flywheel Effect: Acts as a celebratory final step after a successful trade or authentication, inspiring other users to join the circular economy.





# Coach Common Kiosks

## Digital Kiosks: Bridging the Physical and Digital

- The Digital Kiosks are a key component of the Coach Common floor plan, designed to integrate the brand's global digital inventory into a high-touch physical environment.
- They serve as a vital link between the in-store community experience and the broader digital marketplace.

## Key Functions & Integration

- Exclusive Access: Kiosks provide seamless access to online-exclusive collections that may not be physically present on the showroom floor.
- Tactile Environment: These modules allow for digital browsing while remaining anchored in a high-sensory, physical space.
- Placement: Strategically located near the Street Entrance and the Wall of Digitals to greet guests early in their journey.

## Strategic Value

- Unified Commerce: Blurs the line between retail and digital, ensuring the "Third Space" feels like a portal to the entire brand.
- Discovery Hub: Facilitates deep-dive research into product specs and collection history, complementing the interactive discovery found on the Wall of Digitals.





# Coach Common App

This is not a shopping cart; it is a utility for connection. It serves as the digital bridge that drives foot traffic into the "Third Space" and facilitates the circular economy.

## 1. Feature: The "Bag Match" (Community Engine)

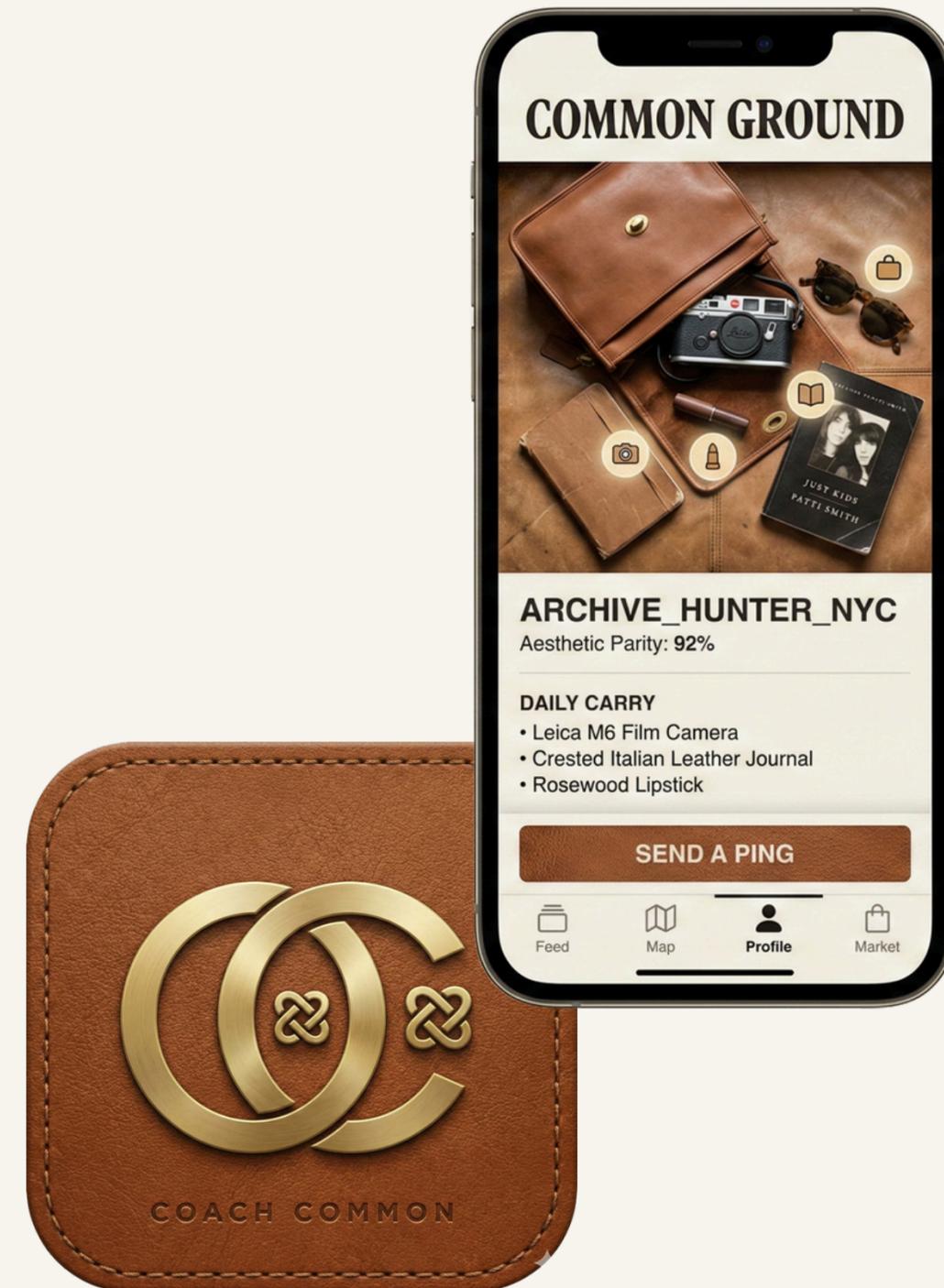
- Aesthetic Algorithms: Proprietary matching connects users based on the mix of their bag contents rather than just demographics.
- Safety & Proximity: Users toggle Location (to meet at the local "Pits") and Age (to ensure comfort) before sending a "Ping" to meet up.
- The Goal: To move the user from a digital notification to a physical conversation in under 24 hours.

## 2. Feature: The "Circular Vault" (Commerce Engine)

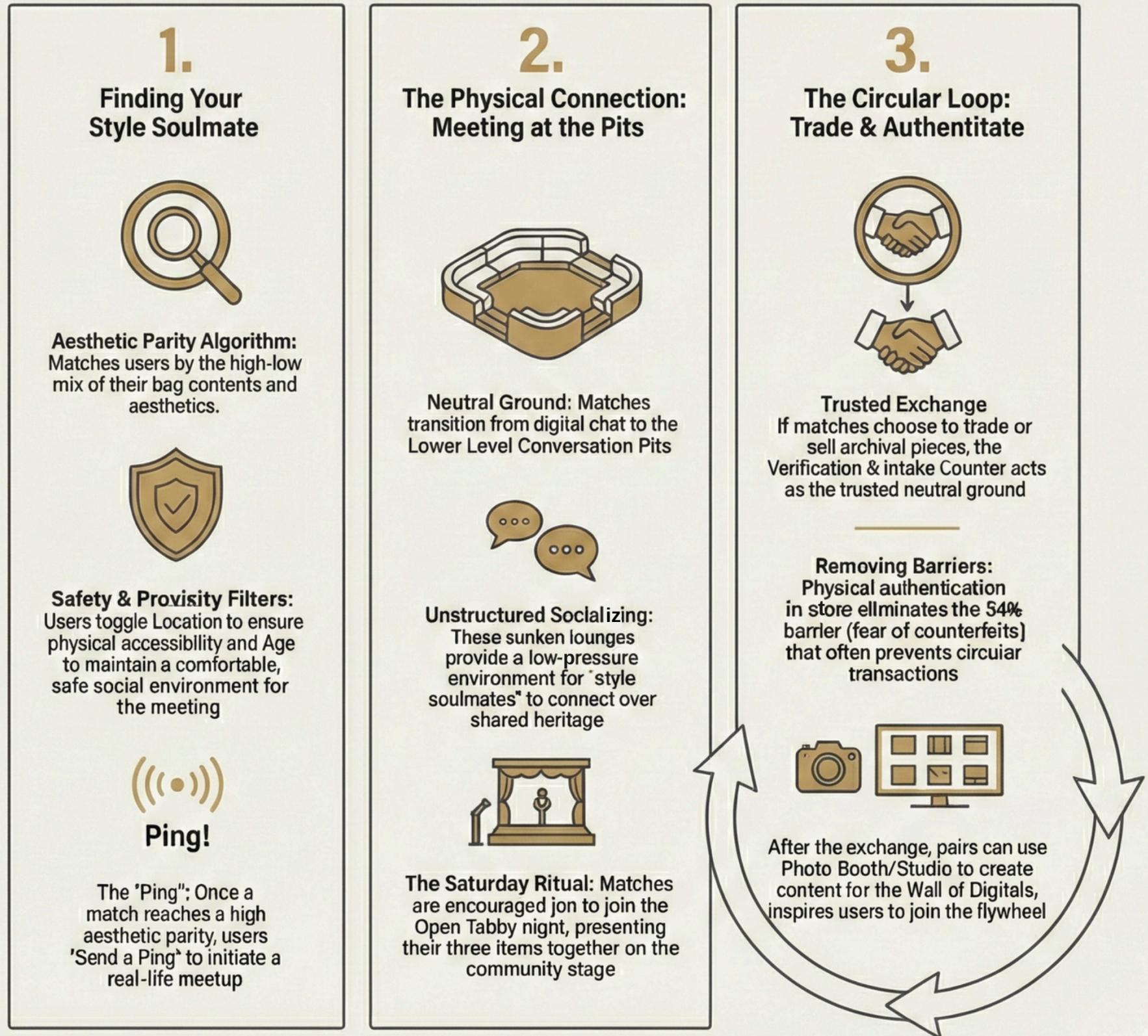
- Verified Inventory: A dedicated marketplace for pre-loved Coach items that have been physically authenticated at the Verification Counter.
- The "Proof Mark" Badge: Every authenticated item gets a permanent digital "Proof Mark" on its profile, increasing its resale value and provenance.
- The Goal: To remove the friction of peer-to-peer trading by providing a "brand-backed" guarantee.

## 3. Feature: The "Wall Integration" (Expression Engine)

- Live Broadcasting: Users can scan a QR code in the Photo Booth to instantly beam their "What's In Your Bag?" content to the store's massive Wall of Digitals.
- Archival Discovery: Scanning items on the Wall reveals their history, turning the store into an interactive museum.



# TABBY BAG MATCH: FINDING YOUR STYLE SOULMATE





# “Open Tabby” Night

- Every Saturday, the floor opens for community members to sign up on-site and present three personal items from their Tabby bag for three minutes.
- This open call turns the store into a "Point of Experience," where anyone can become the voice of the brand for a moment.
- By holding this every Saturday, we create a reliable social rhythm separate from home or work, providing a consistent sanctuary for real-life community building.
- The more voices on stage, the more the community grows. This unstructured, conversation-led environment turns passive shoppers into active participants.
- Every participant receives a physical Tabby badge. Collectible that turns their 3-minute story into a permanent piece of Coach's "Living History".



"At Coach Common, we don't just archive products; we archive the people who carry them. Sign up, step up, and share your three."



# Global Scalability

## The Replicable Modules

These three architectural elements are identical in every Coach Common location, creating a consistent "Third Space" infrastructure.

### Module A: The Conversation Pit

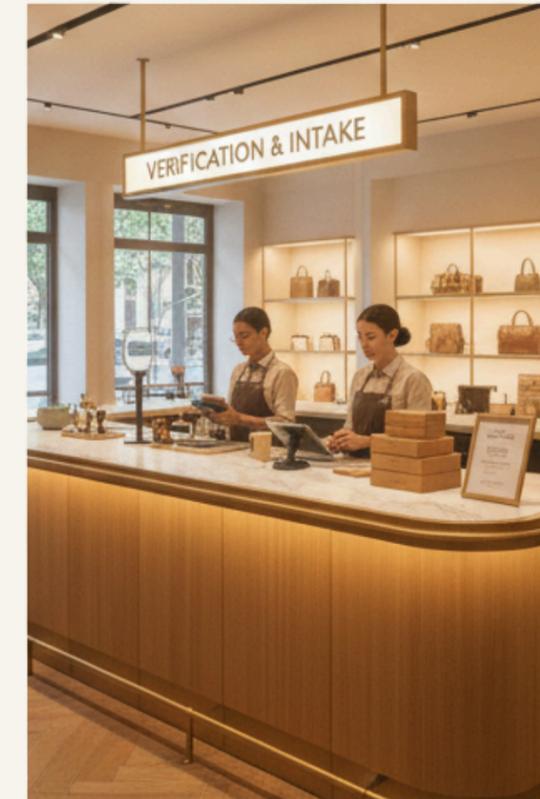
- Function: Sunken, leather-wrapped seating that forces a "social rhythm" and unstructured interaction.
- Consistency: Always features the signature "slow sound" acoustics and recycled Coach leather upholstery.

### Module B: The Verification & Intake Counter

- Function: The "trust anchor" for the circular economy.
- Consistency: Identical authentication protocols and hardware tools to remove the fear of counterfeits globally.

### Module C: The Common Bar

- Function: The hospitality engine that extends dwell time.
- Consistency: Standardized brass design and the signature leather + coffee aroma diffusion system





# Local Scalability

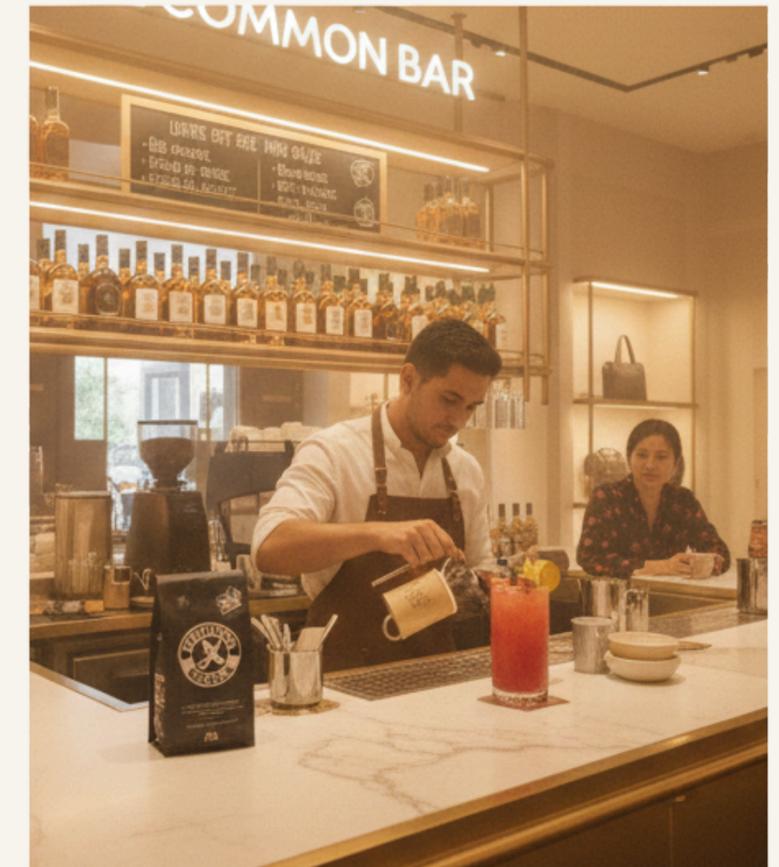
## The Local Modules (NYC Execution)

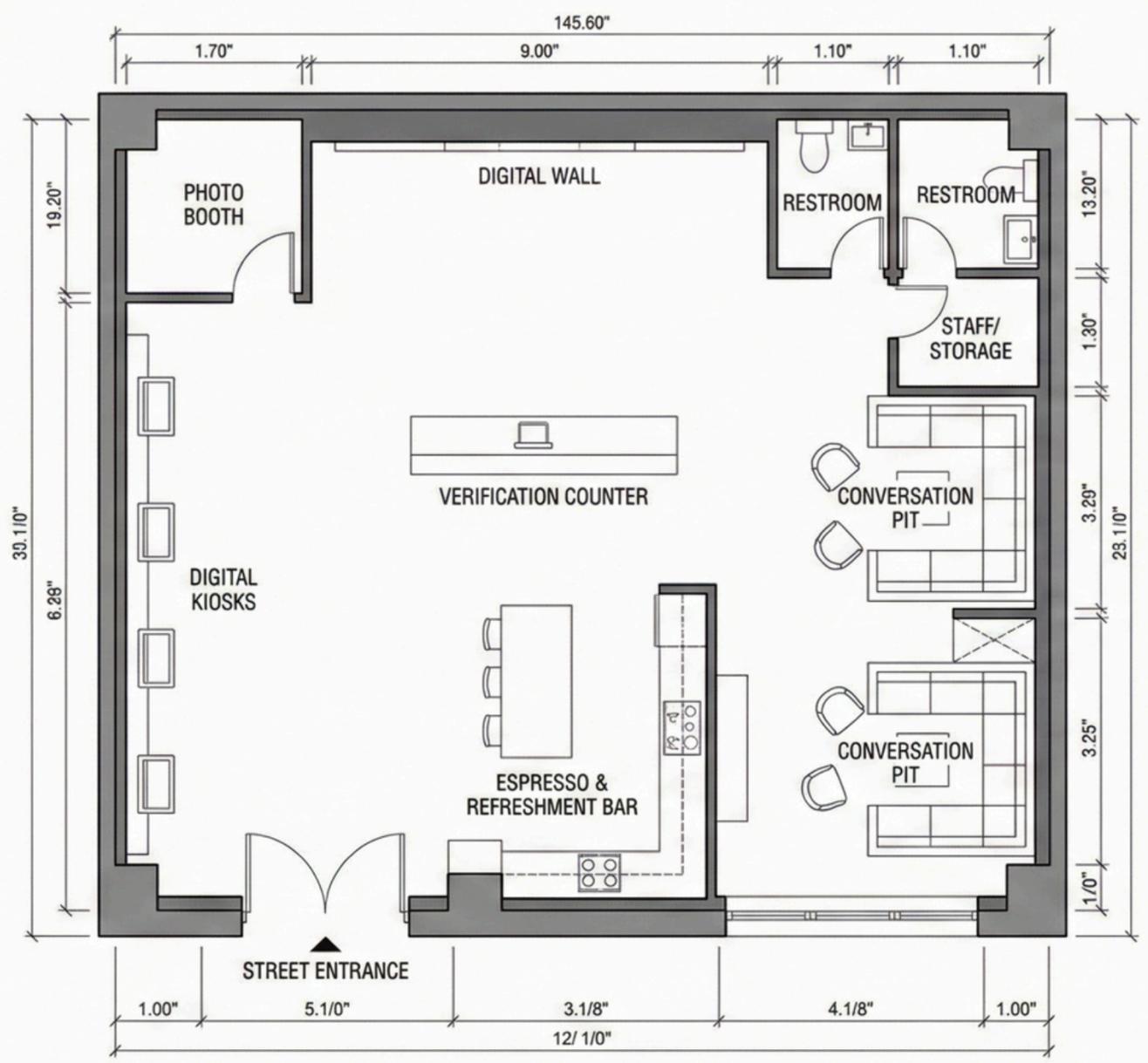
### Module D: Community Stage Programming (The "Open Tabby")

- NYC Flavor: "The Open Tabby" Night. High-energy, unfiltered storytelling featuring a mix of vintage collectors, fashion students, and street style icons.
- Why NYC: Mirrors the city's chaotic, spontaneous energy and "grit". (In Tokyo, this might be "Harajuku Archive" night; in Paris, "Atelier Stories")

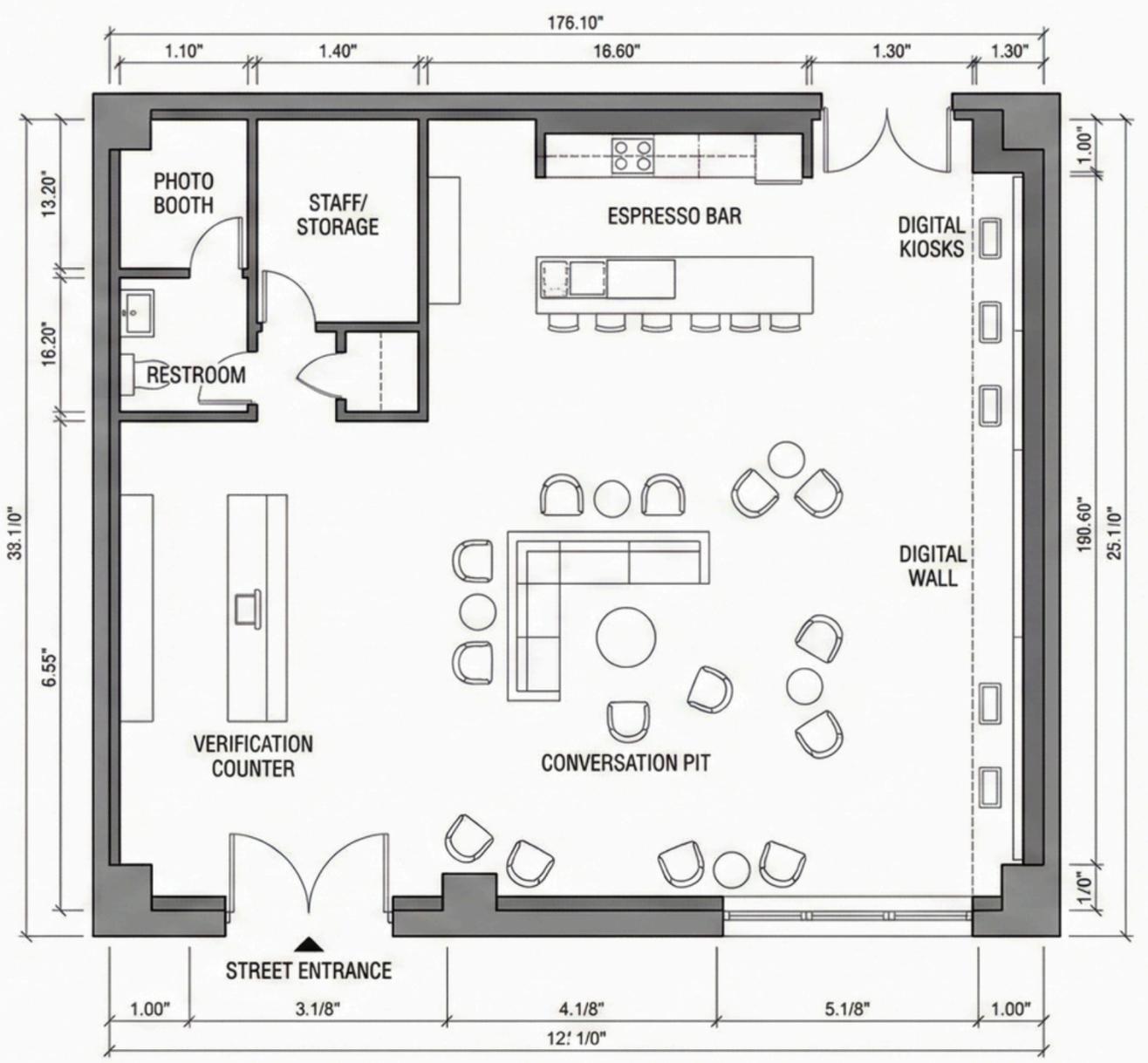
### Module E: Local Beverage Collab

- NYC Flavor: "Bodega High-ball" & Local Roasts.
- The Partner: Coffee sourced from a heritage Brooklyn roaster; evening cocktails featuring spirits from a Lower East Side distillery.
- Why NYC: Grounds the "Taste" experience in the specific identity of the city.





ALTERNATIVE PLAN A



ALTERNATIVE PLAN B



# Coach Common: The Future of the Third Space

Coach Common is a tactile community anchor that transforms the retail environment into a bridge for human connection, craft, and circularity. It functions as a neutral, conversation-led "Third Space" separate from the traditional environments of home and work. This concept is quintessentially Coach because it integrates brand heritage with a circular product lifecycle. By focusing on repair and resale rather than just the initial sale, the space builds deep emotional loyalty and long-term brand equity.

A central driver of this community is the Bag Match feature. This proprietary algorithm connects users based on the aesthetic mix of their bag contents to find people of similar style. By moving users from a digital notification to a physical conversation in the conversation pits in under 24 hours, the product becomes a social catalyst rather than just a possession.

Consumers care about this space because they are rejecting digital saturation in favor of grounded, high-sensory sanctuaries. By solving the market's primary friction point of authentication trust via a physical Verification Counter, Coach Common satisfies the 52% of high-income shoppers who are returning to in-person retail for tactile experiences. The model scales globally through three identical hardware modules: leather-wrapped Conversation Pits, the Verification Counter, and the Common Bar. While the infrastructure remains consistent worldwide, the experience is localized through city-specific programming like NYC's "Open Tabby" nights and regional beverage collaborations



# The Why

Coach Common is a Coach third space that turns the bag in your hand into a bridge for human connection, craft, and circularity.

Our target consumer needs a grounded, real-world sanctuary to offset digital fatigue and build authentic community relationships outside of work or home.

## **Why Coach Wins**

- **Brand Alignment:** The concept leverages Coach's heritage in leathercraft and the established "Coach(Re)Loved" circular ecosystem.
- **Cultural Relevance:** This space satisfies the 84% of young luxury buyers who now define luxury as an immersive experience rather than a mere possession.
- **Community Value:** By prioritizing relational belonging over transactional sales, the space turns curiosity into long-term brand equity.

## **Three Proof Points**

- **Five Senses Immersion:** A high-sensory environment featuring a signature leather and coffee aroma system designed to anchor 75% of emotional memories.
- **Tabby Icon:** Meaningful integration via the "Bag Match" algorithm and "Open Tabby Night" rituals that transform the product into a social catalyst.
- **Community Flywheel:** A seamless cycle where Photo Studio content feeds the Wall of Digitals, providing visual proof that the space is active and alive.

At Coach Common, we do not just archive products; we archive the people who carry them. You belong here.



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## AI Support Process

AI served as a collaborative partner in my development of Coach Common. It supported my process by summarizing long market reports to prove that city dwellers need a new Third Space to connect with each other. I used AI to generate many of the images throughout this slideshow, including the spatial renderings seen on most pages. It also helped generate the hero spatial visualizations and videos that bridge physical retail with digital connectivity. This allowed for a more rapid iteration of the Aesthetic Parity Algorithm and the Bag Match community engine.