

Frances Taylor

LIM College

MPS in The Business of Fashion

Coach For the Windowswear Mentorship Program

In a society and a generation where technology reigns superior over third outlets and third spaces, Gen Z craves a brand that will spark inspiration within themselves and provide an outlet. For Gen Z, a third space is a retreat from outside and societal pressures, allowing them to relax, reconnect with themselves creatively, and reflect on the works of art and icons that came before them. Coach, as a brand, has been seen as an icon among my generation. A staple brand that has held true to itself throughout the years, while still simultaneously launching and creating new pieces that have grown with the times. A brand that has been represented by all people of all walks of life, celebrities, musicians, politicians, and ordinary, everyday individuals. But among all Coach designs, one truly shone and inspired the most. The Coach Tabby Bag has been a symbol of style and accessible luxury to Gen Z since its launch in 2019, and has only further solidified itself into icon status since then. Coach has created a miraculous design that can be interpreted and styled in numerous ways, representing and reflecting each person's style and self-expression flawlessly. The Coach Tabby Bag is truly the bag of Gen Z.

Given this, creating a third space for Gen Z through Coach requires drawing on Coach archives and pop culture icons. This approach truly connects with today's most creative generation. My vision is to design a 1970s-inspired listening room and record store, a space for Gen Z to escape technology and experience physical media and human connection.

Set in the evening in a club space or creative warehouse in New York City, guests will have a chance to walk around a physical space that will have vinyl records playing and DJs performing throughout the night. The room will be adorned with couches, lounge chairs, and conversation pits to allow guests to relax and connect with one another through the music. The space will be decorated with walls of different records, music equipment, and several Coach Bag Tabby designs that fit the space. Curated drinks, mocktails, and hors d'oeuvres will be served to

elevate the overall experience for the guests. The overall vibe of the pop-up listening room experience is to feel like Gen Z has traveled back through time to experience a record store launch in the 70s, adorned with their fashionable Coach Tabby Bags that fit any experience and any era of time. But what's a good listening party without a couple of fun surprises? As guests explore the space, they will start to see some of their favorite modern artists and genres of music hidden among the vintage records. Guests will begin to notice that sections of the space are split into different genres, and behind these shelves of records, they may find a hidden passageway or two. During the pop-up, there will be three separate hidden rooms for the guests to discover and explore. Each room will be separated and themed to three separate musical genres: pop, rock, and hip hop. Each room will have a club-like atmosphere inside based on its respective musical genre and offer a separate and more personally curated experience for each of the guests. Guests will be able to explore each room further, admiring the immersive atmosphere and Coach designs that fit the space perfectly, as well as room-exclusive curated drinks and mocktails. Each room will also have its own curated and exclusive merchandise (coach brand hoodies/t-shirts/bag charms/key chains/etc). As well as a fun Photo Booth opportunity where guests can gather with their friends to take themed photos in each room and then get them printed onto a CD cover, vinyl cover, or magazine cover of their choice to take home as a party favor.

Ultimately, this experience will be more than just a pop-up, it will be a reconnection for Gen-Z in a hyper digitized world. Coach, to its core, is a brand that understands nostalgia, individuality, and Gen Z's desire for a third space. This experience will position Coach as the cultural curator and heritage brand of Gen Z, and the Tabby Bag as a timeless symbol across generations. The pop-up experience transforms Coach's products into a timeless memory,

soundtrack, and shared moment for guests. Creating a space for what Gen Z craves the most, a space to connect, reflect, and create.

Presented by Frances Taylor



COACH

NEW YORK

IN THE THIRD SPACE

For the Windowswear Mentorship Program



THE IDEA

Gen Z craves a brand that will spark inspiration within themselves and provide an outlet. Coach, as a brand, has been seen as an icon among my generation and the Coach Tabby Bag is truly the bag of Gen Z. My vision is to design a 1970s-inspired listening room and record store in NYC. The room will allow guests to relax and connect with one another through the music. The space will be decorated with walls of different records, music equipment, and several Coach Bag Tabby designs that fit the space. As guests explore the space, they will start to see some of their favorite modern artists and genres of music hidden among the vintage records. Guests will begin to notice that sections of the space are split into different genres, and behind these shelves of records, they may find a hidden passageway or two. During the pop-up, there will be three separate hidden rooms for the guests to discover and explore. Each room will be separated and themed to three separate musical genres: pop, rock, and hip hop. Each room will also have its own curated and exclusive merchandise and photo opportunities (coach brand hoodies/t-shirts/bag charms/key chains/etc). Ultimately, this experience will be more than just a pop-up, it will be a reconnection for Gen-Z in a hyper digitized world.

LISTENING ROOM MOOD BOARD



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POP GENRE MOOD BOARD



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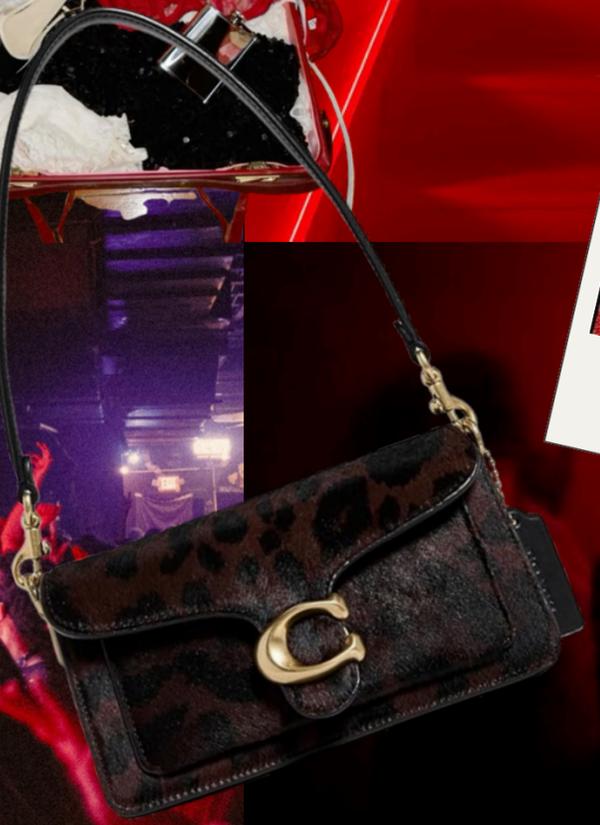
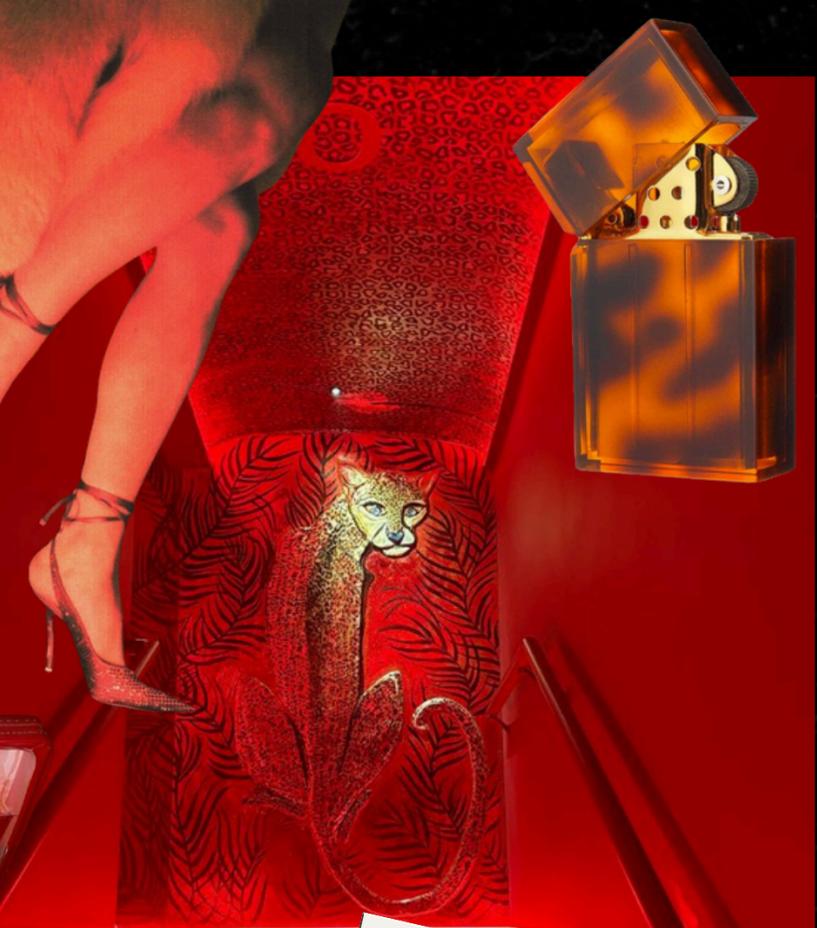
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ROCK N ROLL GENRE MOOD BOARD



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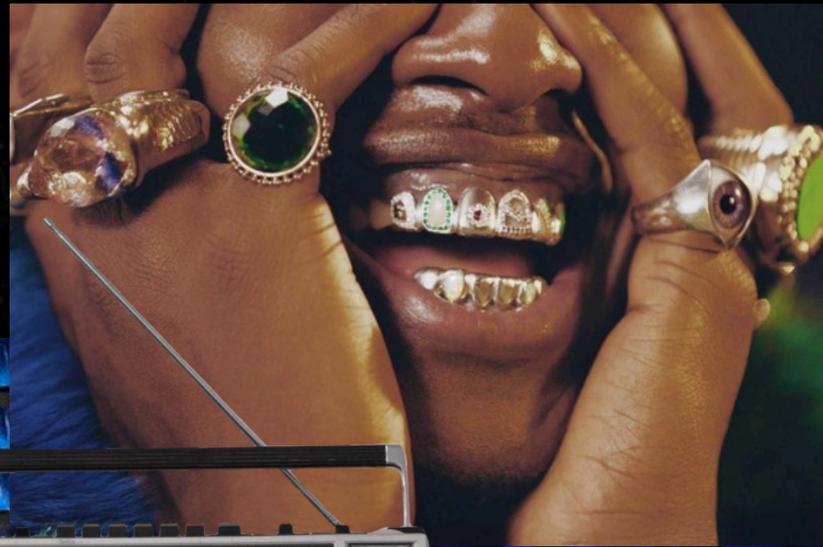
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HIP HOP GENRE MOOD BOARD



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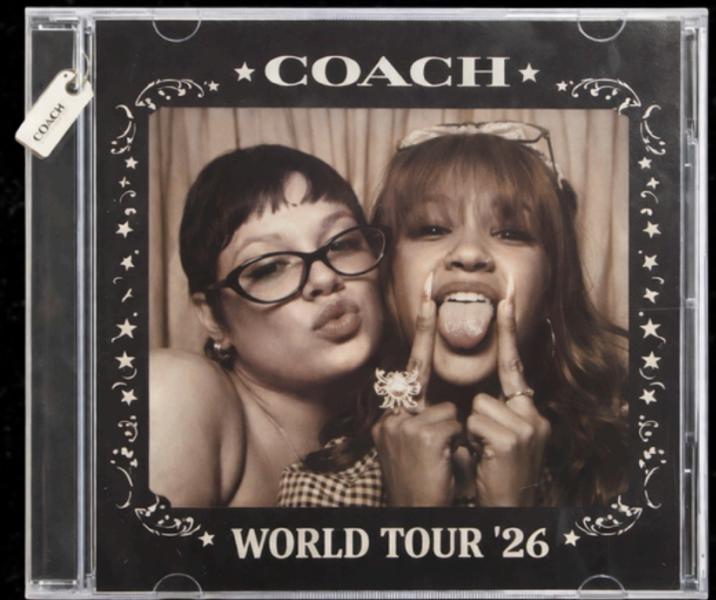
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CLOSING



Ultimately, this experience will be more than just a pop-up, it will be a reconnection for Gen-Z in a hyper digitized world. Coach, to its core, is a brand that understands nostalgia, individuality, and Gen Z's desire for a third space. This experience will position Coach as the cultural curator and heritage brand of Gen Z, and the Tabby Bag as a timeless symbol across generations. The pop-up experience transforms Coach's products into a timeless memory, soundtrack, and shared moment for guests. Creating a space for what Gen Z craves the most, a space to connect, reflect, and create.