



Coach



**TABBY
HOUSE**



By: Erick Smith

THE INSIGHT

Why does Gen Z need a new space?

Gen Z has shown they are like no generation before. This applies to the retail space as well. Gen Z is not looking to shop. They are looking for an experience as they seek for opportunities to express their individuality. It is time for the retail world to embrace Gen Z and give them the third space they deserve.



I INTRODUCE YOU TO...



Coach

TABBY HOUSE

**3 PILLARS OF
TABBY-HOUSE**

- 1. Self Expression
- 2. Community
- 3. Passion 4 Fashion

Tabby House is a members-inspired cultural closet where Gen Z experiences Coach through styling, coffee, customization, and creative community, transforming retail into a living wardrobe.



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**TABBY
HOUSE**



Tabby House is inspired by the beloved New York character Carrie Bradshaw's closet! This experience is to make you feel like your in your best friends closet having a good time chatting and seeing what you want to take home. The look is organized maximalism with one of each item on the floor to give a sense of uniqueness and exclusivity which Gen Z has been known to crave. Along with the shopping experience there are exclusive bags to tabby house, the coach coffee shop and more.





MOOD BOARD



TABBY CLOSET



TABBY LOUNGE

STORE LAYOUT



TABBY DRESSING ROOMS



PERSONALIZATION STATION



ESPRESSO BAR



TABBY BAG WALL

TABBY STYLING



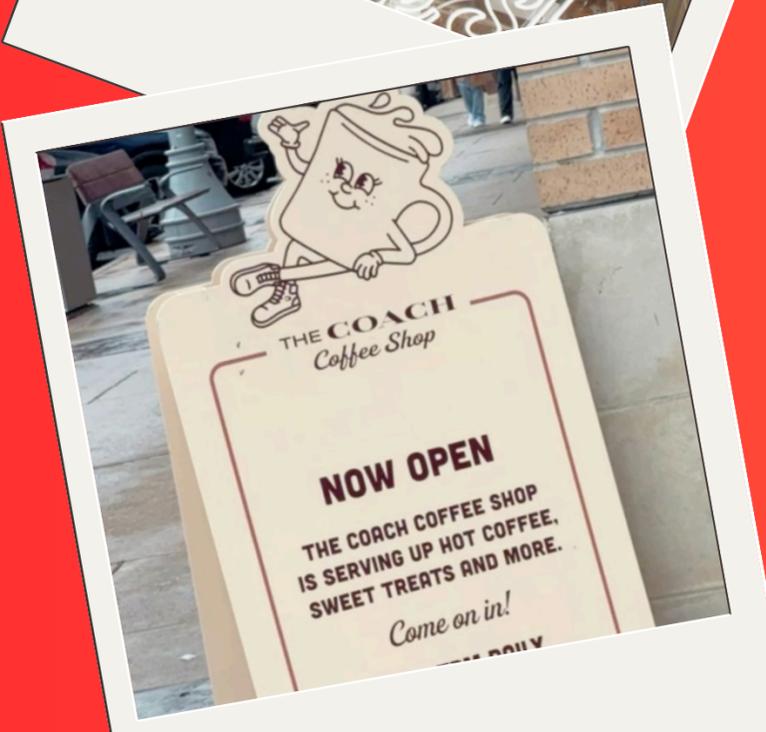
GOOD
TIMES

- Tabby styling service offers styling to customers via appointment
- Each session is an hour dedicated to one customer to offer them a luxury styling experience
- It includes a color analysis, select pulled pieces from the exclusive Tabby collection
- Lastly of course a unique tabby bag pulled for each customer during experience with an opportunity to purchase a one of a kind tabby

COACH COFFEE SHOP



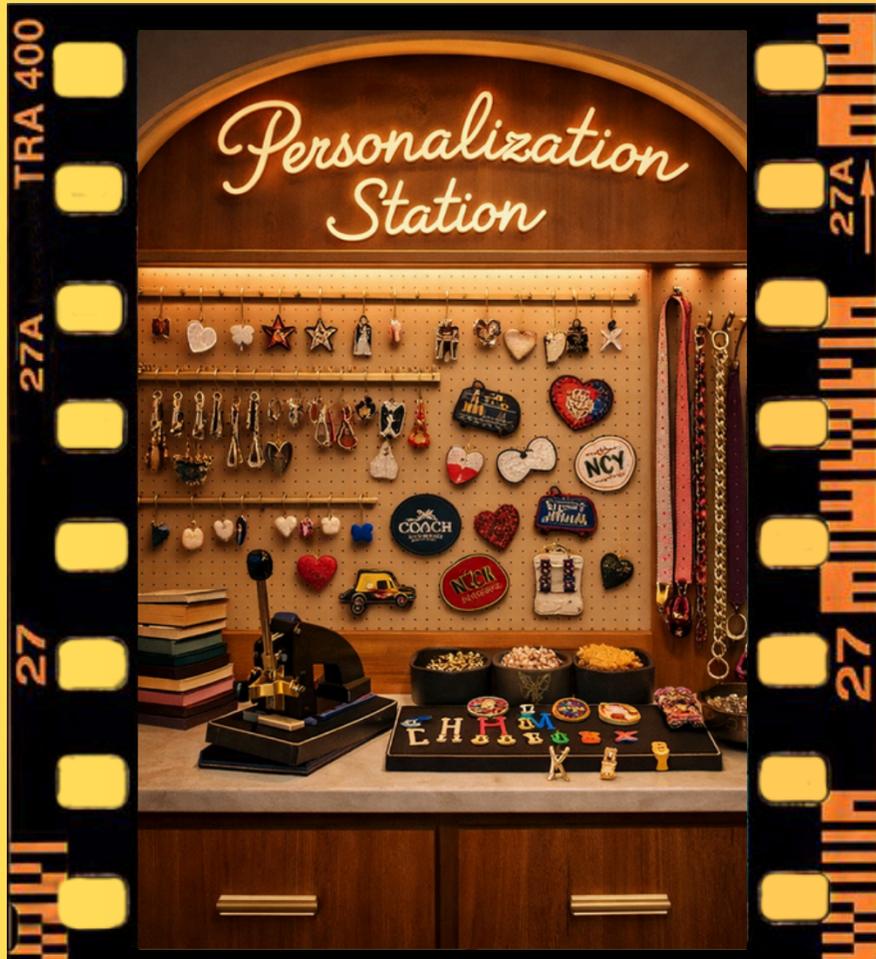
The Coach Café would be a great addition within Tabby House. Here it is not just a café; it is the social heart of Tabby House. This space further supports social community, creativity, and creates that members-only vibe. By blending fashion, hospitality, and personalization, the café increases dwell time, builds brand loyalty, and positions Tabby House as a cultural destination rather than simply a place to shop.



PERSONALIZATION STATION



Gen Z strongly believes in authenticity. Shopping in mass marketed places makes it difficult to stand out. With the personalization station in Tabby House, Gen Z will be able to make their products their own. Through this feature, consumers will be able to design their bags, add new tags, charms, and more. This blends experience with retail, giving Gen Z more out of their shopping experience.



I'M
UNIQUE

TABBY HOUSE IS MULTI-SENSORIAL STRATEGY



Taste - Seasonal Drinks at the Coach Tabby House Cafe

Sound - Curated playlist for Gen Z playing songs by Charli XCX, Olivia Dean and more...

Touch - Leather bags, Velvet Couches, accessories and more...



Scent - Signature Coach Leather smell, Coach Perfumes and a light Vanialla aroma at all times.

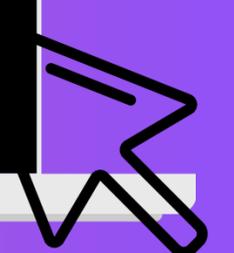


Sight - Colorful layout, color blocking & mood lighting.



SCALABILITY MODEL

Tabby House is built on a framework that allows it to scale globally to all the fashion hotspots in the world while maintaining brand consistency. The space includes interchangeable shelving systems, moveable styling pods, and more. Tabby House can seamlessly integrate into major fashion capitals and emerging creative hotspots. Local artists, DJs, and exclusive collaboration drops provide the framework ensuring that each location feels global yet still recognizable and relevant.



WHY THIS WORKS FOR GEN Z

AND COACH



Tabby House transforms retail into an experience where creativity thrives. This Gen Z-designed space is a safe space to express identity, build community, and engage with fashion in a unique, personalized way. With styling appointments, customization stations, dressing room runways, and the Coach Café, the Tabby becomes more than just a bag; it becomes a lifestyle. At Coach, this model increases dwell time, strengthens emotional loyalty, and elevates the Tabby as a cultural icon, positioning the brand at the intersection of luxury, creativity, and community.





My Name is Erick Smith: I am a Junior at LIM College Majoring in Fashion Management and Leadership with a double minor. One in Marketing and the other in Event Planning



My interests: Self Care, Personal and Professional Growth in Fashion, Styling, Luxury Brand Management, Marketing & PR.

Experience: Strong Customer Service Provider with experience as a Styling Assistant, Designer Assistant, Retail and Sales.

Erick Robert Smith

New York, NY | (708)513-0854 | erick.smith@limcollege.edu | [Erick Smith LinkedIn](#)

Summary

I have a solid foundation in business principles, and my blend of creativity and critical thinking drives me to make informed decisions that foster both success and innovation.

Education

Bachelor of Business Administration in Fashion Management and Leadership, Minor in Marketing and Event Planning

LIM College, New York, NY | May 2027

Relevant Coursework: Introduction to Fashion Business, Marketing, Fashion Marketing and Communications, Fashion Branding, Business Spreadsheets, Management, Communication: Methods and Audiences, Leadership, Negotiation

Experience

LIM College, New York, NY | August 2025 – Current

Peer Advising Leader

- Assist with students' needs and concerns regarding their academic success
- Schedule students' appointments to meet with advisors.
- Monitor the office phone and email.
- Run Drop-in hour for students to come in without an appointment to meet with advisors

American Eagle, New York, NY | May 2025 – Current

Brand Ambassador

- Executed visual merchandising strategies to enhance store presentation and encourage customer engagement aligning with the brand standards across both American Eagle and Aerie.
- Created and supported a personal styling clientele, curating individual looks for all clients and consistent customer satisfaction.
- Cross sold merchandise between Aerie and American Eagle brands, achieving high value transactions, including a top individual sale exceeding over \$800.

Celebrity Stylist Intern | April 2025 – December 2025

Freelance Stylist Assistant

- Assisted with client fittings by organizing wardrobe selections and ensuring proper garment tailoring and presentation.
- Coordinated shopping runs, pickups, returns for designer clothing and accessories from various retailers and showrooms
- Supported styling sessions by preparing looks, managing inventory, and maintaining detailed records of borrowed and returned items

Aritzia, Rosemont, IL | Winter 2024

Markdown Associate

- Analyzed and unified the clothing on the sales floor
- Constructed the setups on the sales floor
- Executed all my assigned tasks promptly

Skills

Computer: Microsoft Word, Excel, Outlook, PowerPoint; Google Suite, Photoshop, Canva, AutoCAD, Instagram, TikTok

Certifications: Level 1 & Level 2 Excel Credentials McGraw Hill, Styling Certification from Fundamentals of Image Architect with Law Roach, Inside LVMH Certificate in Creation & Branding, Operations and Supply Chain

THE

END