



Luxury in Motion
WORK. MOVE. REFRESH. REPEAT.

COACH BRAND AUDIT

BRAND KEYWORDS

Individuality
Confident
Inclusive Luxury
Playful Edge
Movement
Lifestyle Driven

House of Tabby by Coach translates the brand's defining codes: leather craft, bold hardware, expressive confidence, and New York heritage, into physical experience.

If a detail cannot be traced back to craft, confidence, or inclusive luxury, it does not belong in the house.



TARGET **C**ONSUMER + WHY NOW

AGE RANGE

- 18-45

WHO IT'S FOR

- Creatives
- Students
- Entrepreneurs
- Professionals

PSYCHOGRAPHIC

- They blend work & life.
- They seek belonging without performance pressure.
- They crave spaces that feel expressive but elevated.

WHY NOW

- Luxury is shifting from ownership to experience.
- House of Tabby answers that shift by offering one ecosystem where creativity, movement, and connection coexist.



THE THIRD SPACE **C**ONCEPT

WHAT IT IS

House of Tabby by Coach is a physical luxury ecosystem where creative work, movement & social connection exist together.

DESIGNED FOR PEOPLE TO

- Work creatively
- Move freely
- Reset intentionally
- Spend time together.

In one shared environment.



THE THIRD SPACE CONCEPT



THE THIRD SPACE **C**ONCEPT

WHAT HAPPENS HERE

THE HOUSE CONCIERGE

- Check in ritual.
- Charm activation.
- Membership verification.



TABBY COMMON STUDIOS

- Soundproof collaboration rooms.
- Built in microphones.
- Adjustable lighting modes.
- Writable walls + digital screens.



TABBY COURTS

- Expressive tennis, paddle, and pickleball.
- Shock absorbent flooring.
- Tabby woven net detail.
- Harlem athlete murals by local artists.



THE THIRD SPACE **C**ONCEPT

WHAT HAPPENS HERE

ROUGE SUITES

- Luxury locker rooms inspired by fashion dressing rooms.
- Brushed gold hardware.
- Stone vanities.
- Charm-activated lockers.



PAUSE PODS

- Soundproof reset rooms.
- White noise.
- Calming scent rotation.
- 90-minute maximum stay.



TABBY CAFE

- Community tables & booths.
- Local Harlem vendors.
- Open to the public.



THE THIRD SPACE **C**ONCEPT

HOW IT BUILDS COMMUNITY

- Access operates through the Tabby Charm System.
- Members purchase access tiers and earn drink credits or exclusive perks through participation.
- Hosting, mentoring, and showing up unlock rewards.

This house rewards being a good neighbor!

Tabby Neighbor → Tabby Creator → Tabby House Member

Status is not purchased. It's earned through contribution.



Tabby Charm System

Earn. Unlock. Collect.

EARN

TIER 1 TABBY NEIGHBOR

- Host a Session
- Mentor a Member
- Join Open Court
- Attend a Workshop



TIER 1 TABBY NEIGHBOR

UNLOCK

TIER 2 TABBY CREATOR

- Priority Booking
- After-Hours Access
- Personalized Locker
- Cafe Rewards



TIER 2 TABBY CREATOR

COLLECT

TIER 3 TABBY HOUSE MEMBER

- Exclusive Tabby Charm
- Digital Status Badge
- Custom Embossed Tag
- Annual House Event



TIER 3 TABBY HOUSE MEMBER





THE EXPERIENCE JOURNEY



ENTRY + ENGAGEMENT + CONNECTION

ENTRY

- Guests enter House of Tabby by Coach and check in at The House Concierge.
- Members activate their Tabby Charm Bracelet through the Tabby Charm System to unlock their reserved spaces during designated times.
- Non-members can access Tabby Café.

ENGAGEMENT

- They prepare in Rouge Suites.
- They move in Tabby Courts.
- They collaborate in Tabby Common Studios.
- They reset in Pause Pods.
- They gather in Tabby Café.

CONNECTION

- City Open Court Nights.
- Movement + Mind sessions including dance, stretch & mindfulness.
- Creative Open Floor Nights.



MEMORY + DEPARTURE

MEMORY

- Charm bracelet status updates digitally.
- Members redeem earned café rewards.
- Photo moments throughout entire experience.

DEPARTURE

They leave grounded, expressive, confident.

EMOTIONAL ARC

Overstimulated → Activated → Reset → Connected → Empowered



THE 5 SENSES SYSTEM



SIGHT

SIGNATURE MOMENT

- A suspended Tabby clasp sculpture above Tabby Courts softly illuminates in warm gold during Open Court Nights, signaling activation across the house.
- Harlem murals curated by Derrick Adams.
- Subtle Tabby detailing woven into court nets.

EMOTIONAL OUTCOME

- Pride and cultural ownership.

COACH CONNECTION

- Hardware elevated into architectural art.



TABBY COMMON

SOUND

SIGNATURE MOMENT

- The metallic clasp click plays at check in and again when a zone unlocks through Tabby Charm activation.
- Rotating playlist of popular NYC music artists.
- White noise in Pause Pods.

COACH CONNECTION

- Hardware translated into sonic branding.

EMOTIONAL OUTCOME

- Ritual, rhythm, calm.

Charm
Activated





SCENT



SIGNATURE MOMENT

Scent shifts at each spatial threshold:

- Courts activate with citrus mint.
- Pause Pods soften into suede + amber.
- Café transitions into espresso + vanilla warmth.
- Coach signature scent hand wash in Rouge Suites.

EMOTIONAL OUTCOME

-Seamless sensory transition.

COACH CONNECTION

-Leather heritage expressed through fragrance.

TOUCH

SIGNATURE MOMENT

- Shock-absorbent athletic flooring.
- Smooth paddle walls.
- Brushed gold metal rails.
- Velvet pod seating.
- Polished stone vanities.

EMOTIONAL OUTCOME

- Physical comfort and elevated tactility.

COACH CONNECTION

- Members emboss their earned seasonal charm tag at a leather press station inside the House Concierge.





TASTE

SIGNATURE DRINK

-The Tabby Refresher
-Sparkling blood orange and hibiscus refresher.

LOCAL VENDORS

Levain Bakery Harlem
<https://levainbakery.com>

Juice Generation NYC
<https://www.juicegeneration.com>

MENU

Tabby stencil lattes
Cold brew
Matcha
Wellness smoothies
Embossed croissants
Tabby shaped dark chocolates

EMOTIONAL OUTCOME

-The Tabby Refresher is complimentary when a member completes a hosted session or earns a new charm tier.

COACH CONNECTION

Playful indulgence meets lifestyle wellness.

The Tabby Refresher

HOUSE OF TABBY BY COACH



Sparkling blood orange and hibiscus refresher

TABBY CAFÉ

HOUSE OF TABBY BY COACH

CURATED MENU

TABBY STENCIL LATTE ART



COFFEE & TEA

- Americano
- Latte
- Oat Latte
- Matcha Latte

EMBOSSED CROISSANTS



PASTRIES

- Embossed Croissant
- Tabby Chocolate
- Croissant Sandwich



WELLNESS DRINKS

- Tabby • Charcoal Smoothie
- Tabby • Greens Smoothie



TABBY AS COACH ICON



EXTERIOR

- Minimal brushed gold Tabby clasp sculpture above entrance.
- Large-scale abstract curved gold steel installation by Derrick Adams outside the building.
- Designed as a photo-moment landmark.



CAFE

- Tabby stencil foam art.
- Tabby shaped chocolates.



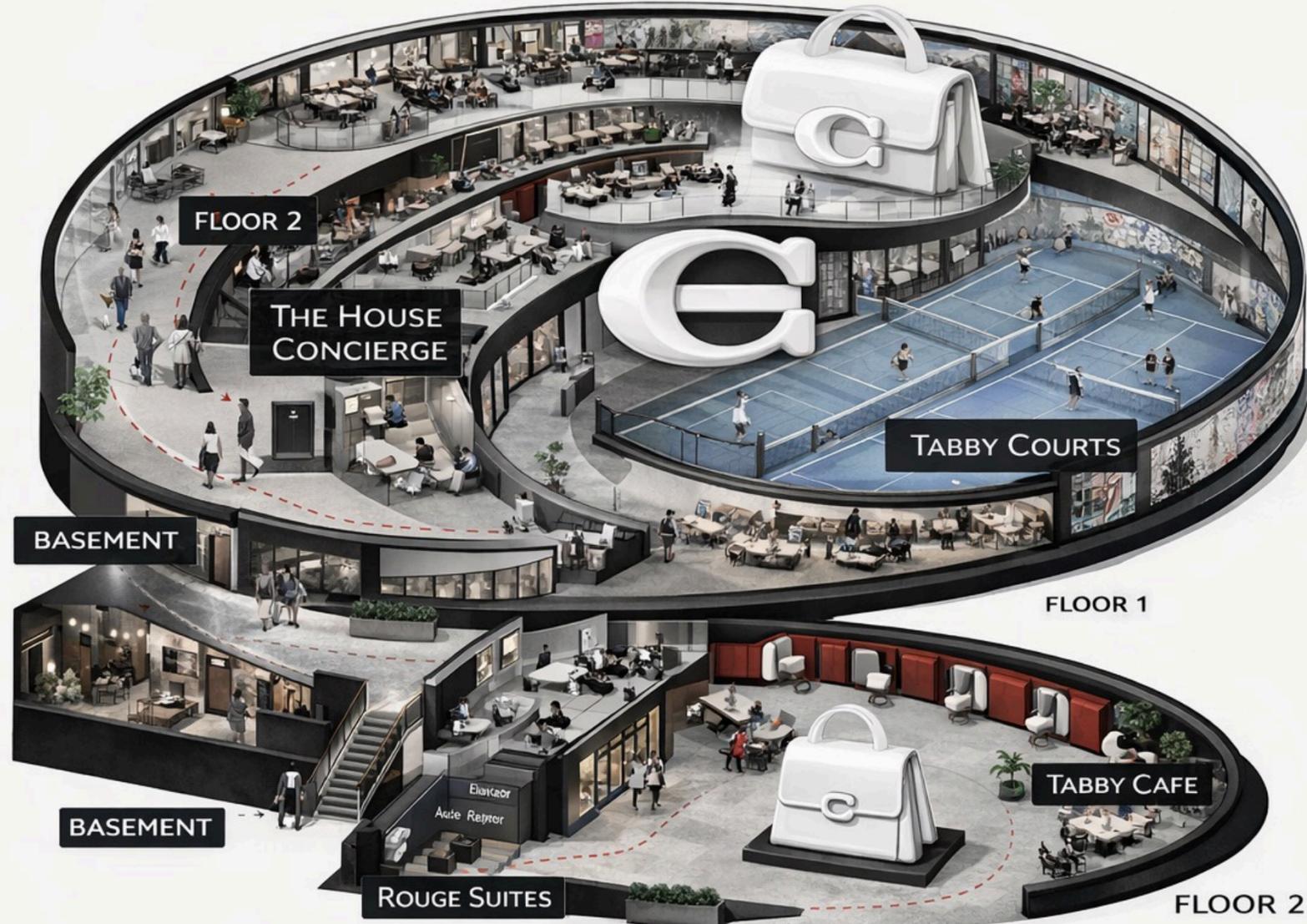
INTERIOR

- Tabby screen-printed court nets.
- Sculptural installations by Derrick Adams.
- Tabby Charm Activation wall.



SPATIAL VISUALIZATION + ZONES

HOUSE OF TABBY BY COACH



- ✓ **TABBY COURTS**
 - Tennis, paddle, and pickleball
 - Shock-absorbent athletic flooring
 - Reinforced paddle walls
 - Subtle Tabby screen print woven into nahalesign
 - Harlem murals surrounding the courts

- ✓ **TABBY COMMON STUDIOS**
 - Private soundproof collaborative rooms
 - Built-in microphones
 - Adjustable lighting modes
 - Writable walls and large digital screens

- ✓ **PAUSE PODS**
 - Soundproof reset rooms
 - Designed for rest, prayer, nursing, decompression

- ✓ **ROUGE SUITES**
 - Luxury locker rooms inspired by fashion dressing
 - Brushed gold hardware
 - Full-length halo mirrors
 - Stone vanities
 - Coach signature scent hand wash

- ✓ **TABBY CAFÉ**
 - Community tables and intimate booths



AWARENESS STRATEGY: LAUNCH

CHANNEL MIX

- Instagram
- TikTok
- Coach Insider Loyalty Program



KPIs

REGISTRATION CONVERSION RATE

- QR scans that convert to paid memberships.

MONTHLY ACTIVE MEMBER USAGE

- Frequency of booked space usage.

SOCIAL ENGAGEMENT RATE

- Hashtag usage, tagged posts, saves, and shares.



COMMUNITY ACTIVATION



City Open Court Nights

Hosted in collaboration with Harlem athletic and cultural institutions, including the Harlem Globetrotters and WNBA's New York Liberty.



Creative Open Floor Nights

Open mic style showcase for content creators, dancers, spoken word, etc.



Mindfulness Sessions

Mindfulness & meditation sessions from local influencers.



WHY HARLEM

NEW YORK HARLEM

Harlem is where confidence has always been practiced out loud. From courts to stages, the neighborhood transforms movement into culture. Coach is a New York house built on the same truth.



GLOBAL SCALABILITY



HARLEM FLAGSHIP

Opening Summer 2027



GOVERNORS BALL NYC

Music Festival Pop-UP



TOKYO FASHION WEEK

Mini Tabby Court

These modules allow installation in retail spaces, at music festivals or international activations.



GLOBAL KIT OF PARTS

WHAT STAYS CONSISTENT GLOBALLY

- Tabby charm system.
- Clasp landmark sculpture.
- Five senses threshold design.
- House concierge ritual.

WHAT LOCALIZES

- Artists.
- Cafe vendors.
- Community hosts.
- Movement instructors.

THE MODULAR BUILD

- 1 Concierge & charm wall.
- 1 Court module.
 - 2 Studios.
 - 2 Pause Pods.
- 1 Cafe capsule



WRITTEN EXPLANATION

House of Tabby is a Coach third space in Harlem that transforms the Tabby icon into a living ecosystem of movement, creativity, and community. Designed for creatives, entrepreneurs, students, and professionals, it offers one environment that supports their entire day without asking them to fragment their identity.

Rooted in Coach's heritage of leather craft, bold hardware, and New York confidence, the concept translates the Tabby into architecture, ritual, and earned access through the Tabby Charm System. Participation builds status, status unlocks space, and space builds confidence. Tabby Courts encourage expressive movement without performance pressure, Tabby Common Studios support collaborative creation, and Rouge Suites and Pause Pods provide intentional reset. The Café serves as both social anchor and reward mechanism tied directly to participation.

Located in Harlem, where sport, sound, and cultural confidence intersect, House of Tabby positions Coach not only as a fashion brand, but as a facilitator of modern luxury community. Designed as a modular kit of parts, the concept scales globally while preserving its New York soul.

Where confidence isn't performed. It's practiced.



THE WHY

House of Tabby is a Coach third space that turns the Tabby icon into a living house for confidence, movement, and belonging.

Our target consumer needs one place that holds their whole day without asking them to fragment their identity.

WHY COACH WINS

Luxury becomes participatory
Tabby evolves into a living system
New York heritage grounds the experience

PROOF POINTS

Community engagement
Tabby Charm System
Five senses immersion

Where confidence isn't performed. It's practiced.



REFERENCES

Coach Official Website

<https://www.coach.com>

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<https://levainbakery.com>

Juice Generation

<https://www.juicegeneration.com>

Harlem Globetrotters

<https://www.harlemglobetrotters.com>

Harlem Week

<https://harlemweek.com>

Governors Ball

<https://www.governorsballmusicfestival.com>

Rolling Loud

<https://www.rollingloud.com>

Boys & Girls Club of Harlem

<https://bgcnyc.org>

YMCA of Greater New York

<https://ymcanyc.org>

New York Road Runners

<https://www.nyrr.org>

Adaptive Sports Foundation

<https://www.adaptivesportsfoundation.org>

AI tools used for drafting and visualization support.



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THANK *you*

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