



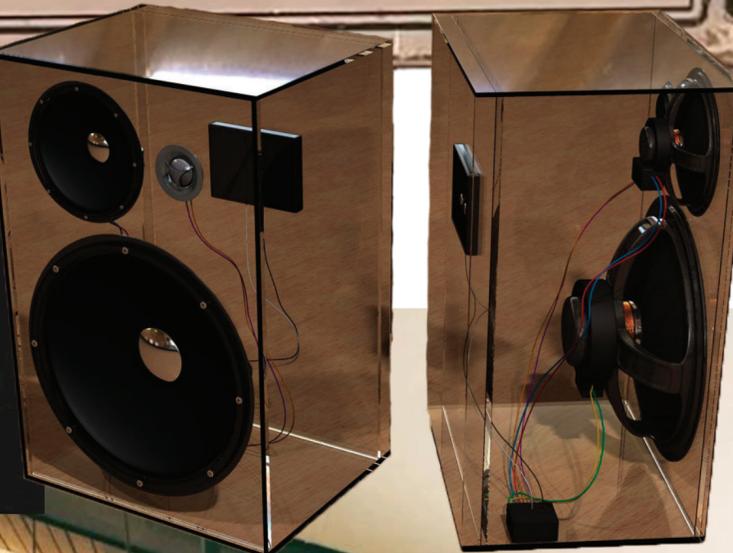
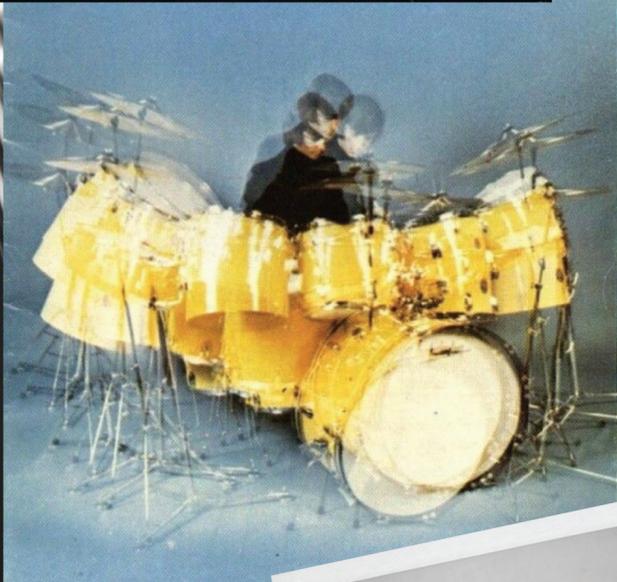
COACH *AUX*

Amplify. Unwind. Xperience.

WindowsWear Mentorship Program | February 2026 | Presented By: Sonya Moore | SCAD



IF THE MUSIC IS TOO LOUD— YOU'RE TOO OLD.



Concept

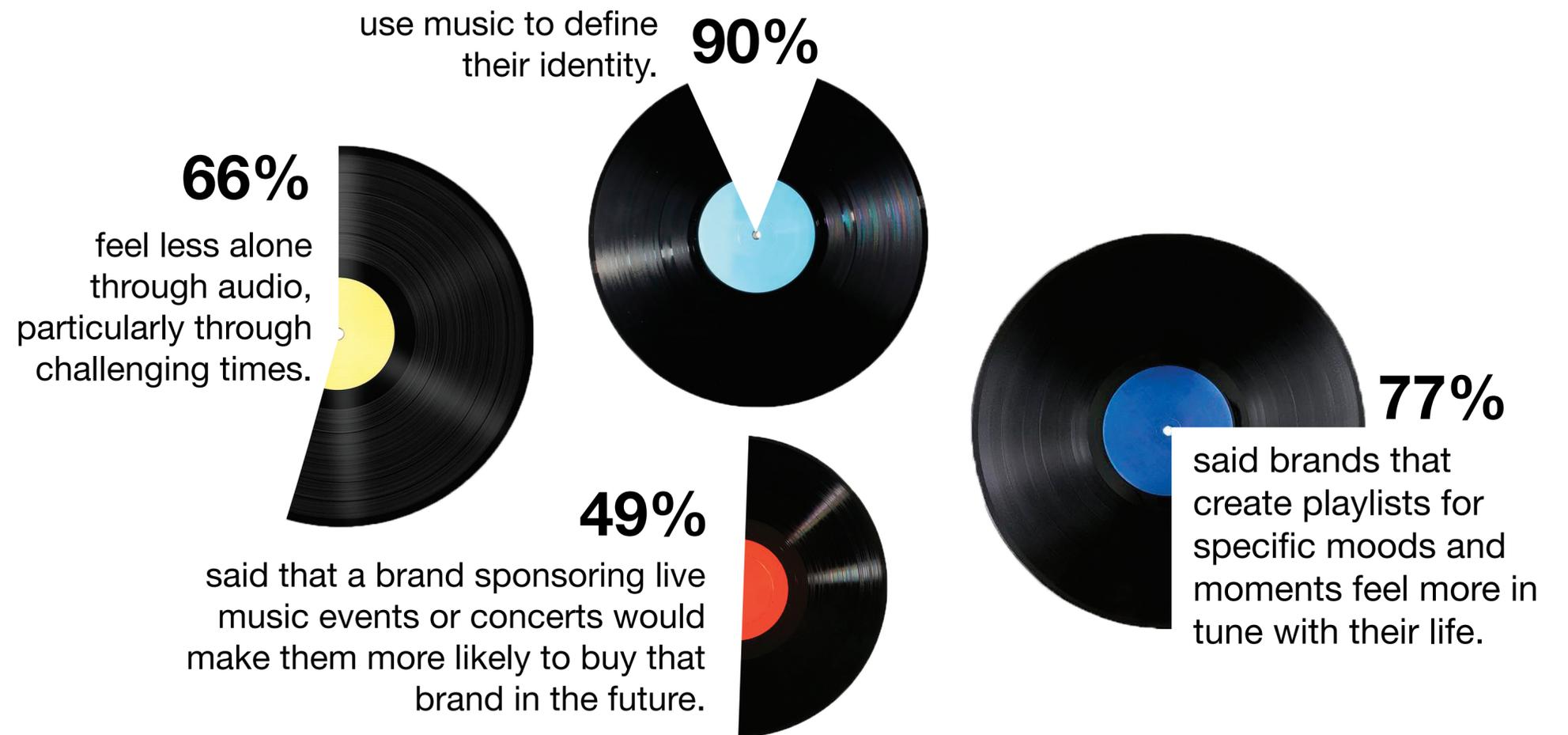
Coach *AUX*: Amplify. Unwind. Xperience. is a music-centered third space where Gen Z gathers to connect, create, and recharge through sound. Rooted in the creative heritage of Coach, *AUX* transforms retail into a cultural living room that amplifies emerging voices, offers space to unwind, and invites immersive self-expression. It positions Coach as a facilitator of community and identity — not just a brand, but a platform for creative exchange.

Why

Music is what feelings sound like.

Music is a central, unifying force for Gen Z that fosters social connection and community. It serves as a primary tool for self-expression and emotional bonding.

And When It Comes to *Gen Z...*



(Spotify Newsroom 2024 & Edison Research).

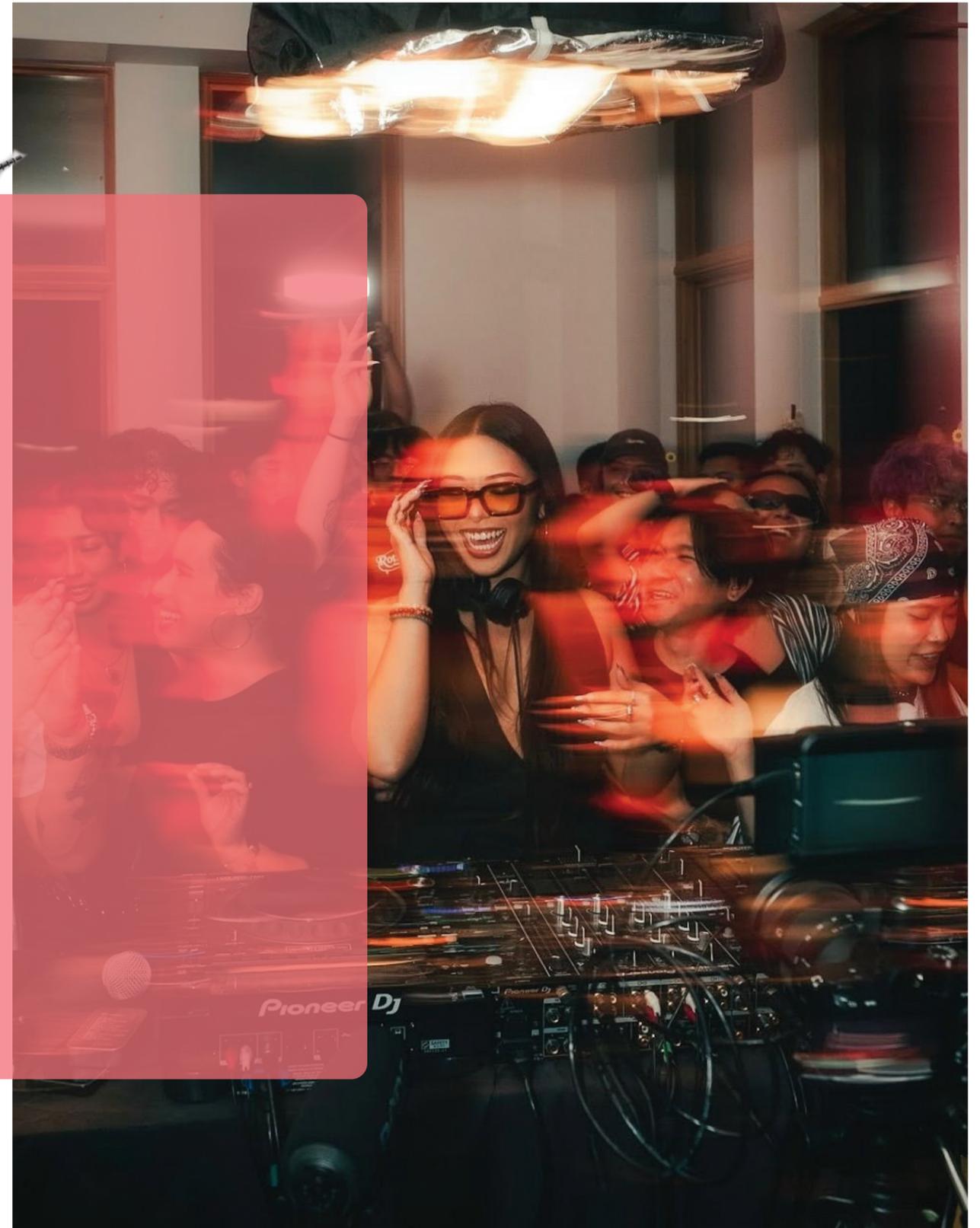
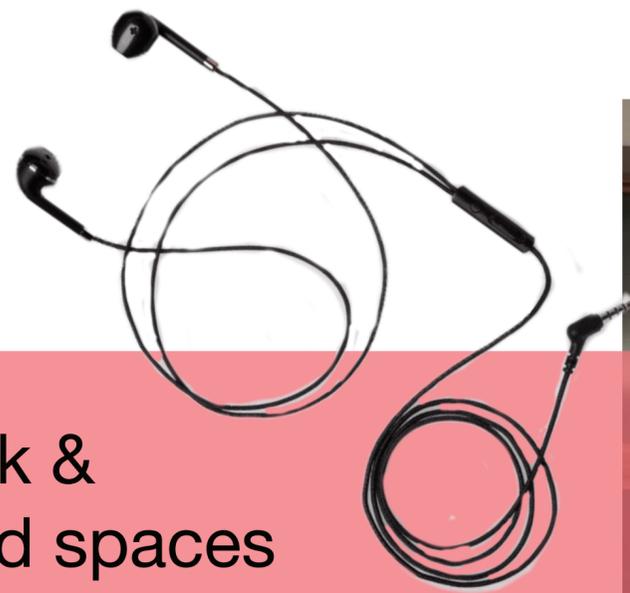


Why

Rise of Third Spaces: With remote work & digital fatigue, younger gens seek shared spaces beyond home/work to connect & create.

The Future of Third Spaces: Communities are rethinking what third places could and should be: inclusive, accessible, creative, hybrid in use. (Center for Science & the Imagination, 2024).

Gen Z Trend: Growing demand for meaningful in-person gatherings — events, wellness, supper clubs, offline micro-communities.



So How does Coach make a Third Space for Gen Z?

By Listening

LITERALLY.



The Community *PLAYLIST.*

COACH
Community Playlist *AUX.*

Shop The Look +

brutal
Olivia Rodrigo

#	Title	Duration
1	Wherever I Go Hannah Montana	3:33
2	There She Goes The La's	2:42
3	Smooth (feat. ... Santana, Rob ...	4:55
4	For Elise Saint Motel	3:23

brutal
Olivia Rodrigo

0:13 2:23

A living, crowd-sourced playlist where visitors contribute songs that reflect their current mood, identity, or creative era.



The Listening *LIVING ROOM.*

Think cozy social listening lounge.

- Vinyl listening stations
- Headphone share tables
- Digital Community playlist mirrors where visitors can pin and share song recs
- Floor seating + lounge pits
- Tabby Shop Displays

People Come To:

Study.

Chill.

Talk.

SHARE MUSIC.



*Image Generated by Google Gemini



The Sound LAB.



- Beat-making stations
- Instrument library visitors can borrow
- Bookable recording booths for poetry, podcasts, or singing
- Sound mixing tables designed for beginners

*Image Generated by Google Gemini

Mirrors how Gen Z learns and collaborates creatively.

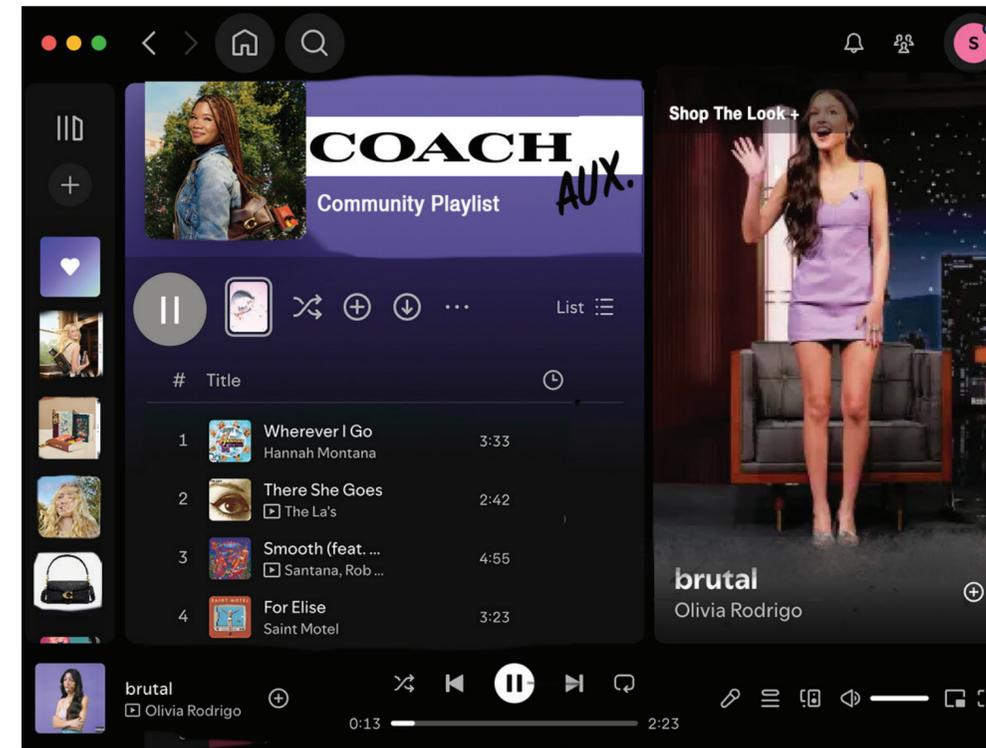
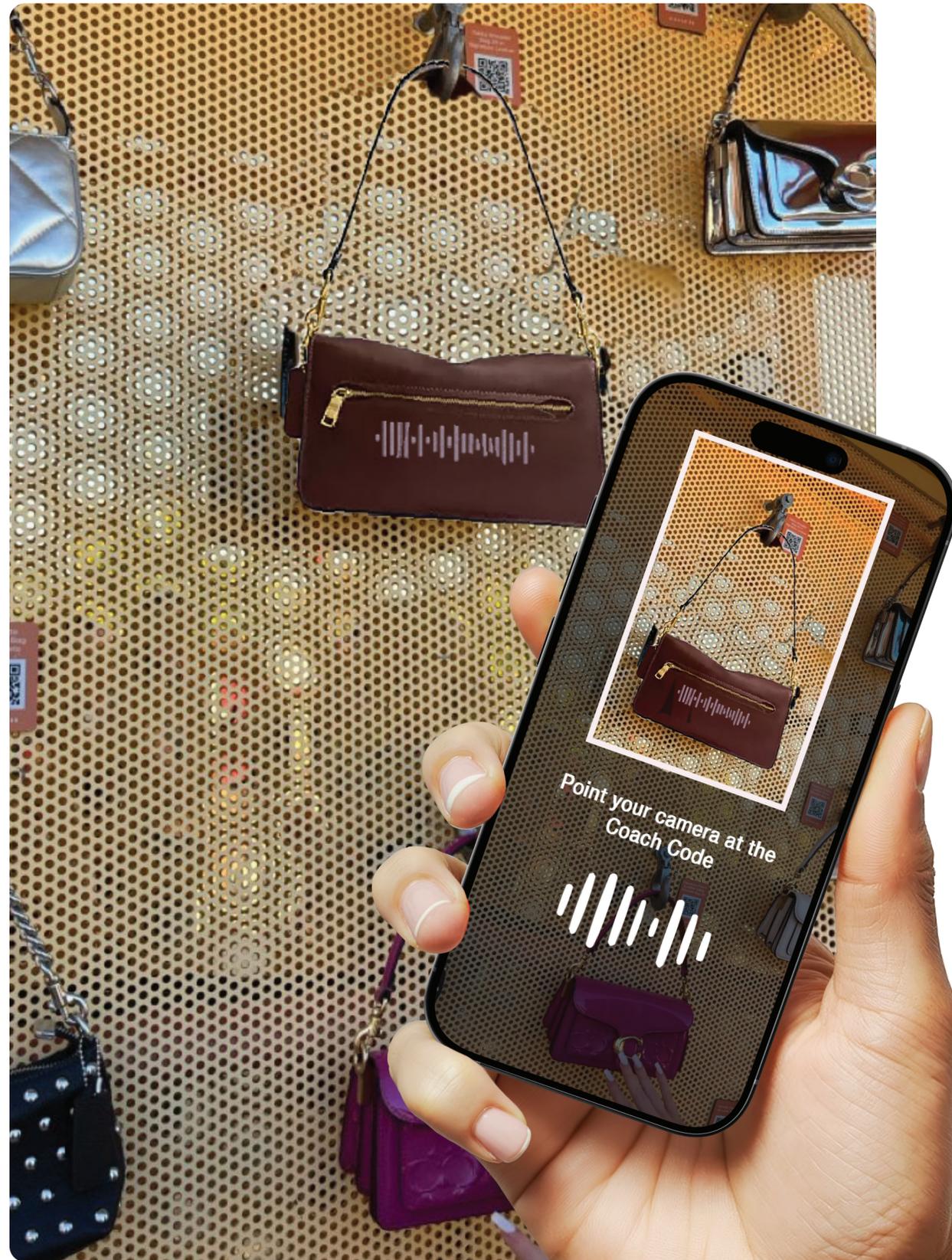
The Style & Sound *ARCHIVE.*

Where fashion and music identity collide.

- Displays pairing Coach archive pieces with iconic music eras
- Visitors create “soundtrack styling” lookboards available for download
- Personalize a Tabby Bag with your favorite soundtrack



Beyond The *PHYSICAL.*



- Each personalized Tabby Bag features a scannable soundwave that links directly to the Coach AUX community playlist, transforming the bag into a wearable access point to shared music and memory.



- By connecting physical product to a living digital soundtrack, the feature extends Coach AUX beyond the third space itself—allowing customers to engage with the community anytime, anywhere, and reinforcing emotional connection beyond the store walls.

Key Performance

INDICATORS.



Repeat Visitor Rate

Objective:

Measure the percentage of first-time Coach AUX visitors who return within a 30–60 day period.

Rationale:

A successful third space drives habitual engagement, not one-time traffic. Repeat visitation signals community relevance, emotional attachment, and routine integration into Gen Z lifestyles.

Measure:

- 40% of first-time visitors return within 60 days
- Increase repeat visitation to 50% by end of Year 1

Community Engagement Rate

Objective:

Measures how actively visitors participate in AUX programming (sound labs, open mics, playlist contributions, customization sessions).

Rationale:

A third space succeeds through participation, not passive attendance. High engagement signals cultural relevance and emotional investment.

Measure:

Target 60–70% of visitors engage in at least one interactive activity per visit within the first 6 months.



Key Performance

INDICATORS.

Tabby Soundwave Activation

Objective:

% of customers who register their personalized soundwave and engage with its linked playlist within 30 days of purchase.

Rationale:

Evaluates whether the soundwave customization drives sustained emotional interaction. Activation and playlist engagement indicate meaningful brand connection and continued ecosystem participation.

Measure:

- 65% of soundwave purchasers register their design
- 50% engage with their linked playlist at least twice within 30 days

Community Playlist Participation Rate

Objective:

Measure active contribution and engagement with the Coach AUX community playlist (song submissions, saves, shares, in-space plays).

Rationale:

The playlist reflects collective identity. High participation signals emotional investment, co-creation, and cultural relevance among Gen Z visitors.

Measure:

- 40% of monthly visitors contribute at least one song
- 5,000+ monthly playlist saves across streaming platforms within Year 1

Sources

<https://www.edisonresearch.com/the-gen-z-audio-report/>

<https://newsroom.spotify.com/2024-11-04/culture-next-2024-the-major-gen-z-trends-that-are-shaping-audio-streaming/>

<https://csi.asu.edu/third-places/>



THANK YOU.