

WOMEN'S RETAIL LG

SUMMER FY24 LINE OPENING

SUMMER PRODUCT STRATEGIES

ACQUIRE GEN Z / YOUNG MILLENIAL CUSTOMER

OFFER PRODUCTS AND STORIES THAT SUPPORT YOUNG CUSTOMER ACQUISITION AND ENABLES SELF-EXPRESSION

- It's the "Summer of Love" and we're all about **tie-dye novelty** in our hero **quilted Tabby 26** and **Tabby 20!**
- Continued **innovation in our Tabby family**,
- **Extension of Coach Originals** with our archival **Fringe bags** from the 1964! 2024 re-edition will mark it's **60th anniversary**
- Protecting **novelty materials** that speak to the **summer storytelling** with a balance between **timeless appeal and trend (tie-dye)**, extension of **glazed leather** and embossed **croc, suede, studs, and embossed floral**)
- **Refined offer of price points** with new style and platform launches **<\$400**

AMPLIFY EQUITY IN ICONIC BAGS AND BRANDING

REINFORCE TABBY THROUGH KEY SEASONAL ANIMATIONS AND MARKETING THAT SPEAK TO EMOTIONAL SUMMER PLATFORMS

Amplification of Tabby with additional pop colors and novelty tie dye registration. Building longevity in our Tabby icon with continued marketing around our key silhouette and additional novelty.

- Build iconic destinations in-stores and online to reinforce recognition with our customers
- Expand branding innovation with **new gold foil launch in pre-fall** that speaks to the **quiet luxury trend in the market and sets the stage for Fall!**

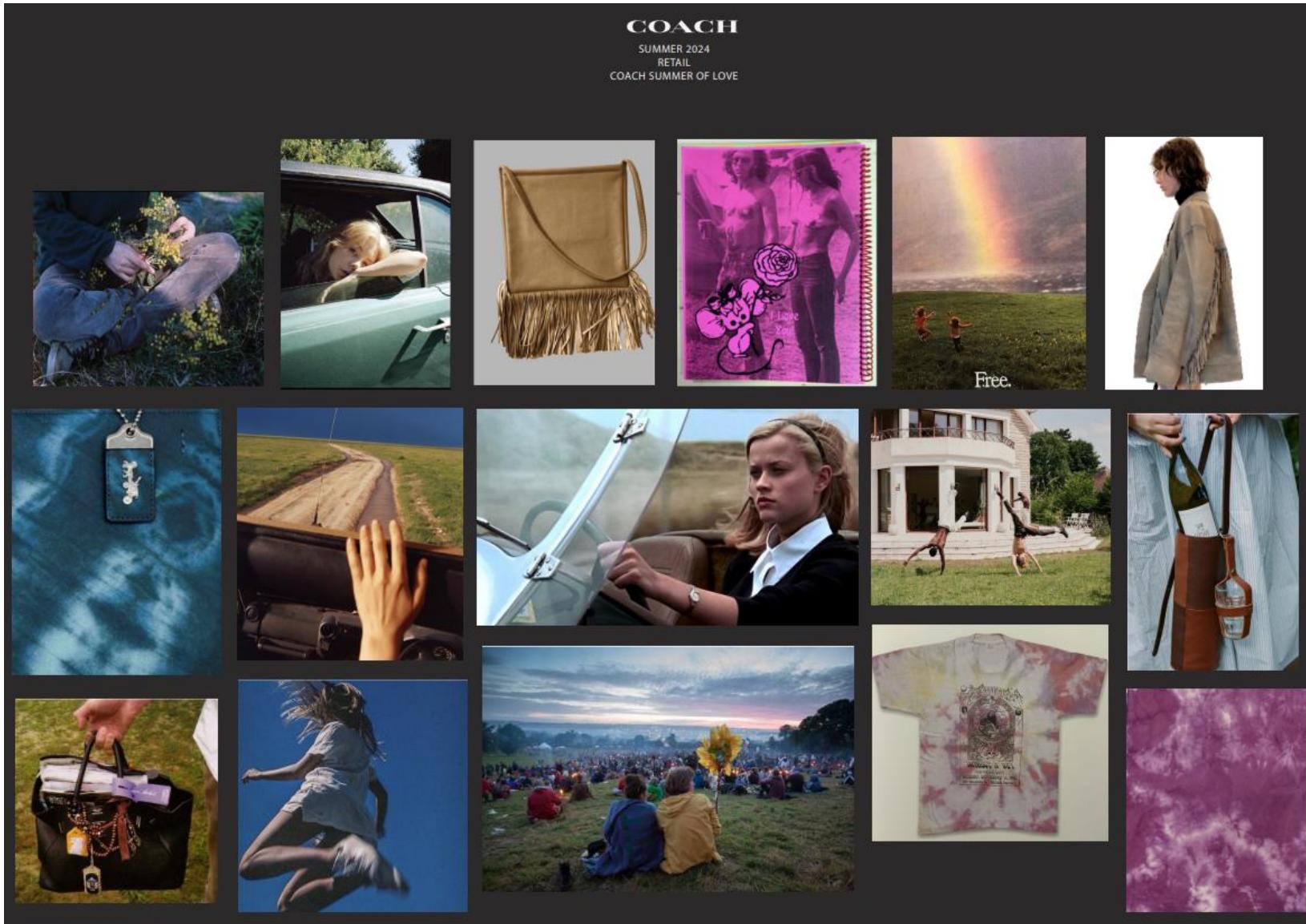
- Expand our equity in **our "C" hardware** with continuation of **Lana, Juliet and Idol** aimed at recruiting new customers

BRAND BUILDING CONNECTION WITH CUSTOMERS

BUILD LONG-LASTING EMOTIONAL BOND WITH OUR CUSTOMERS

- **Strong newness** to cater to our Fashion Timeless customer
- **Various functionalities meeting different needs** diversifying our offer by classification & price point. Protect shoulder bags as hero silhouette, while expanding offer in carryall with new gold foil treatment.
- **Animations centered on leather craftsmanship** to speak to Coach's positioning as an original house of leather goods in the industry
- **Strong SLG offer** supporting our icons and driving recruitment to the brand in addition to cross-selling, UPT and gifting

WOMEN'S RETAIL LEATHERGOODS
SUMMER FY24 SEASONAL COLOR PALETTE



COACH'S "SUMMER OF LOVE"



Pre-Fall Flow by Month: Women's LG

JUNE

SUMMER OF LOVE PT 1



JULY

SUMMER OF LOVE PT 2



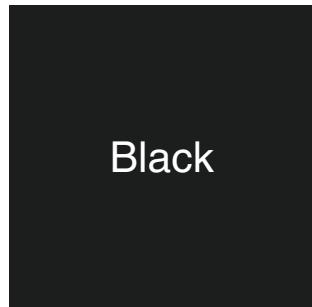
AUGUST

COURAGE FAMILY



Pre-Fall FY24 Color Palette Breakdown

Core



Black

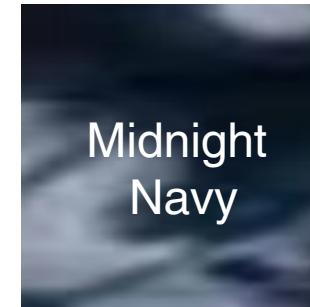


Chalk



Maple

Seasonal



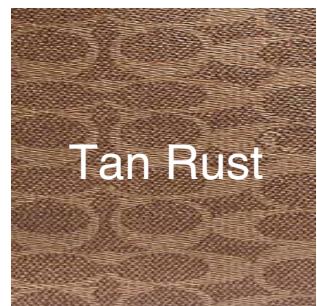
Midnight
Navy



Deep Blue



Dark Lime



Tan Rust



Dark Stone



Ivory



Aquamarine



Peanut

**Summer FY24
JUNE DELIVERY**

HAND-DYED TIE DYE QUILTING (6.1)



Key Features

- Introducing a new, **premium layer to quilting** with our **real tie-dyed leather**!
 - Our **ultra supple soft nappa** leather made from **lambskin**, this fine-grained is a Coach best-seller!
 - Our **leather is tied and then hand-dyed** in baths to create the pattern, and then hung out to dry over a period of days.
 - Each SKU features a **unique tie dye layout** as a result of the **individual leather craftsmanship**
- Quilting layout on tie dye mirrors our core quilting layout to sit cohesively with overall quilting message

TIE DYE LEATHER (6.1)

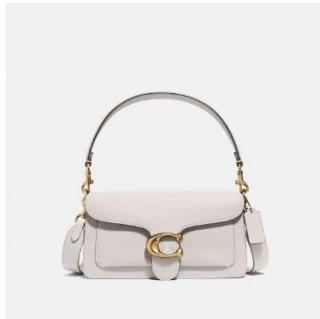


Key Features

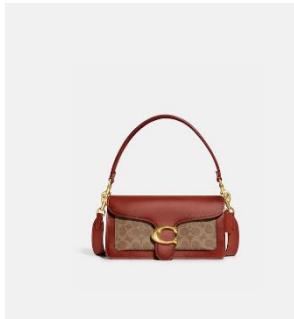
- To sit with our quilted tie dye skus we have also developed an **allover print**.
-
- Mirroring the hand-dyed layout – our team developed an **artwork that is digitally printed on cow leather** in a wearable tonal blue pattern
- *DETAIL NOTE: bulk production will have a bit more dimension than the samples in the showroom, with a little more high-low contrast in the darker portions of the prints. Will have swatches for teams to reference!*

TABBY FAMILY

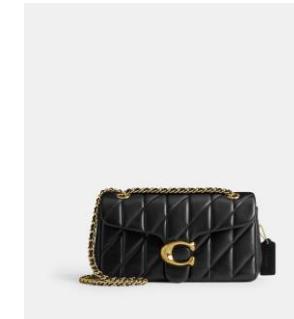
- Amplifying the Tabby Family's icon status with a strong emphasis on seasonal novelty in quilting.



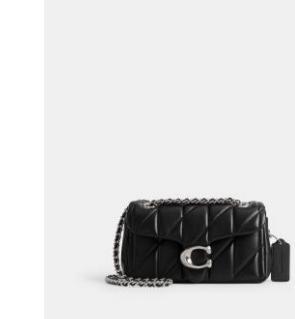
Tabby 26



Tabby 20



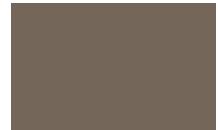
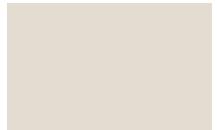
Tabby
Quilted 26



Tabby
Quilted 20



Tabby Chain Clutch





CARGO TOTE



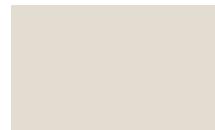
Cargo Tote

€295



Cargo Tote 26

€195



CARGO TOTE

TIE DYE CARGO TOTES (6.1)



Key Features

- Building upon our Cargo Tote offer in tie-dyed novelty, perfect for the "Summer of Love"!
- This focused seasonal refresh is crafted to appeal to new and younger customers at an approachable price point
- Made in **regenerative bio beach canvas** with **sustainable embroidery thread** for "Coach New York" branding
- **Adjustable, removable webbing strap** detail
- **Turn-lock detail at front**, with two pockets at front and back
- Leather hangtag



**Summer FY24
JULY DELIVERY**

Juliet Shoulder Bag (7.1)



Key Features

- The natural tumble of **calf leather** achieves a **vintage, worn feeling** and is finished with a shiny glaze.
- Featured in **soft, drapey silhouettes** that highlight the beautiful leather quality and animated in a range of core and pop colors, there is something for everyone to try!

€425



WILLOW FAMILY & EXTENSIONS



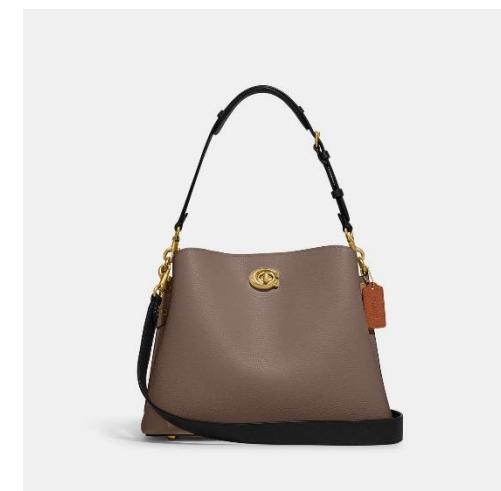
Willow Tote



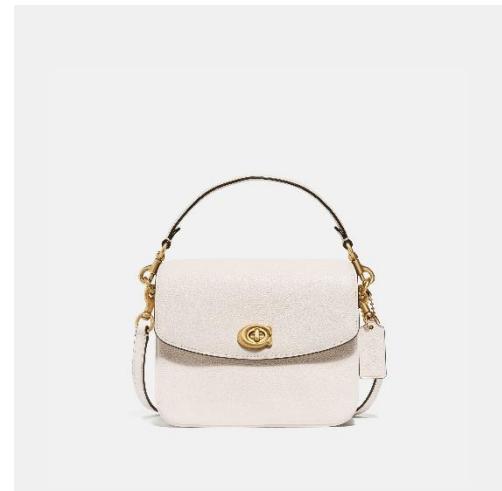
Willow Tote 24



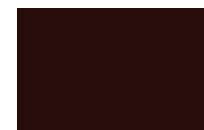
Willow Bucket Bag



Willow Shoulder Bag



Cassie Crossbody

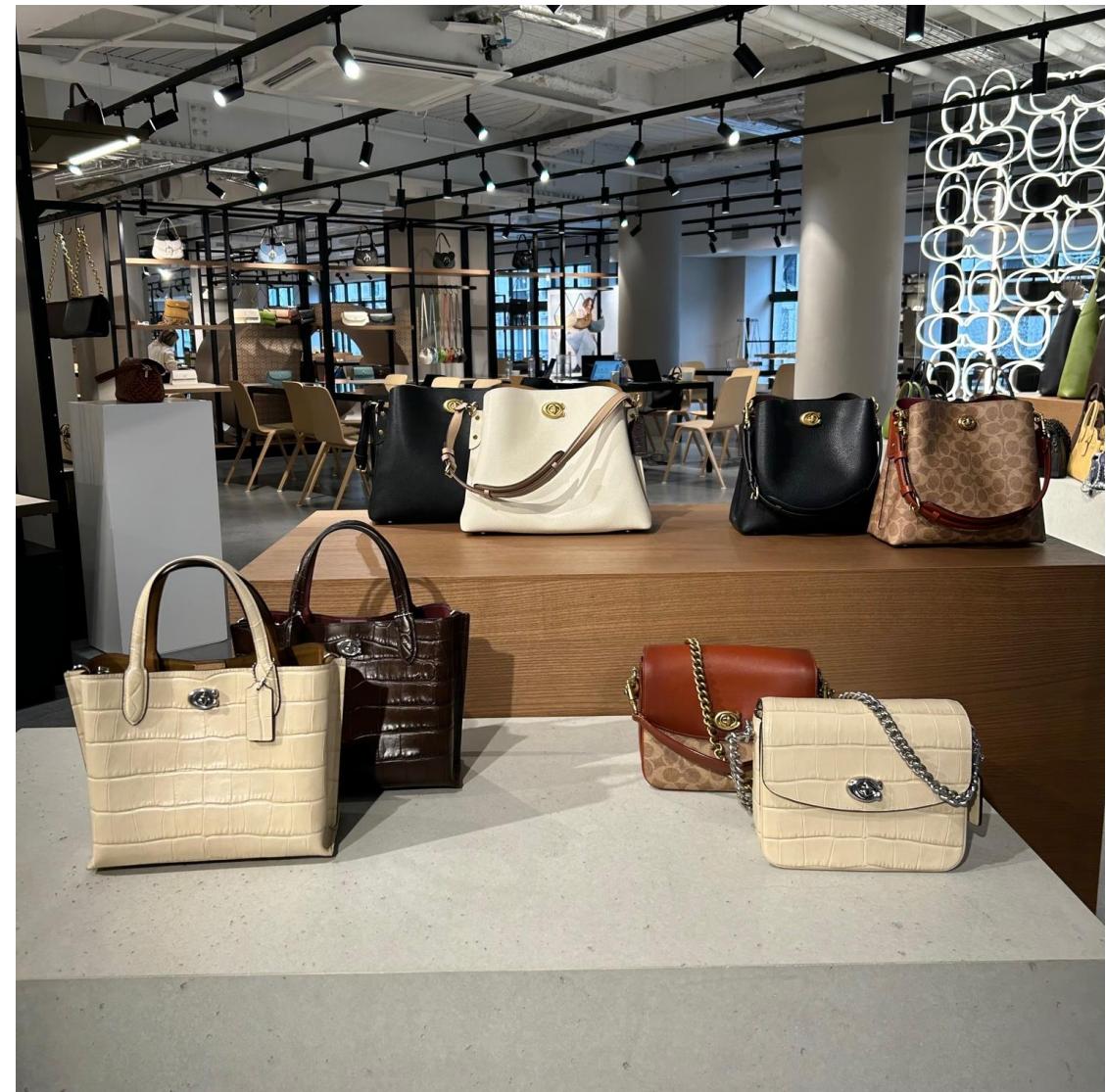
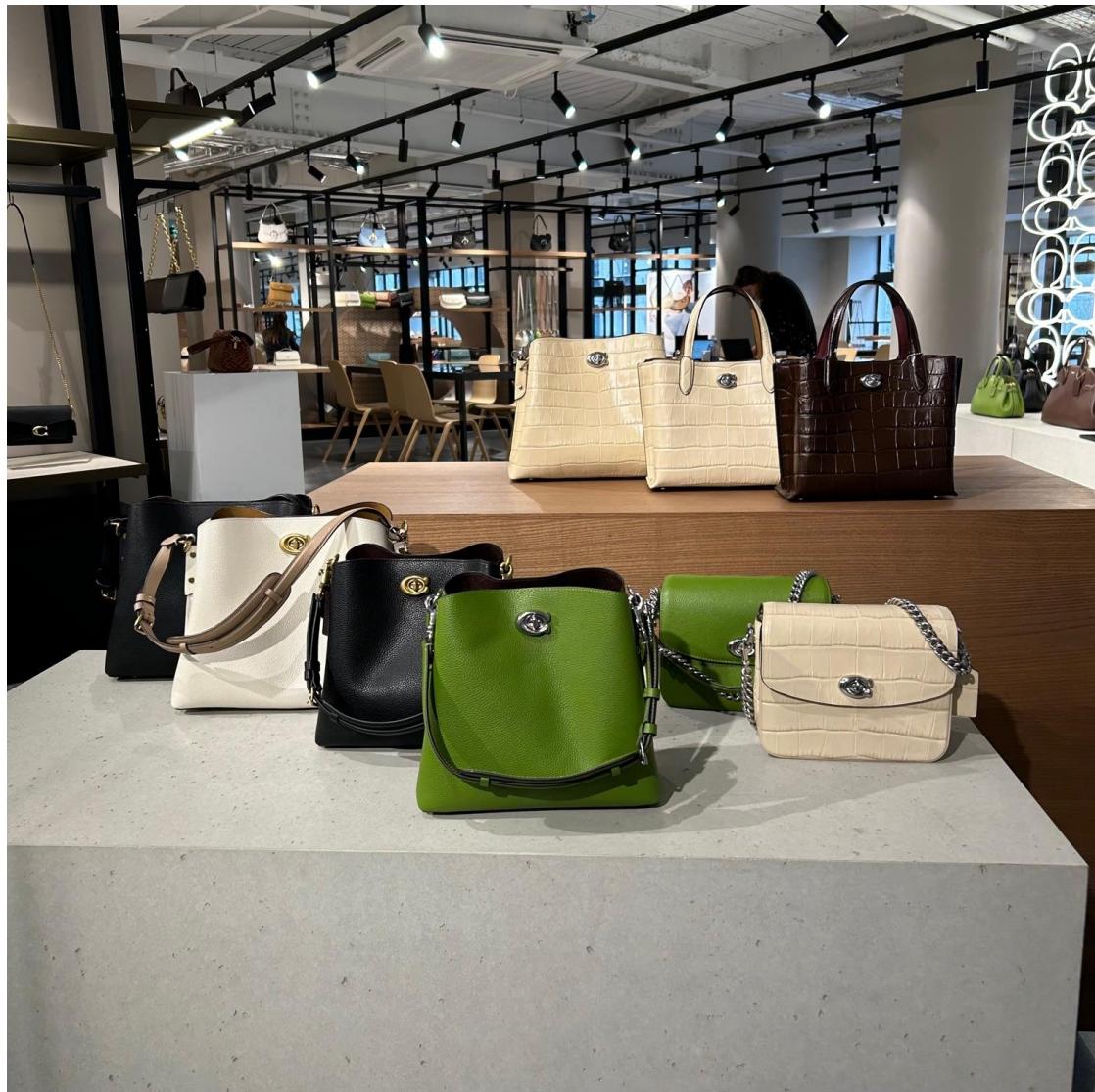


CROC EMBOSSED (7.1)



Key Features

- Reinvigorating our commercial croc platform in new seasonal neutrals – maple & ivory!
- Croc embossed leather **sourced out of Italy**, with a shine finish to give a **faux exotic** look on **calf-based leather**



**Summer FY24
August DELIVERY**

COURAGE FAMILY LAUNCH (8.1)



Introducing our pre-fall launch, the Courage Family

- The **Courage Shoulder Bags** launch this August in five must-have silhouettes
- Inspired by clean lines, the Courage family speaks to our brand heritage as America's house of leather and the **courage to be real**
- Our new **gold foil branding** makes its debut as well as a new **Natural Grain** leather quality which shows some **natural variation in texture and color**
- Modern gold foil branding in sans serif provides a clean update

COURAGE 39 SHOULDER BAG 39 (8.1)



\$495



Key Features

- Key item must-have hobo features unlined Natural Grain leather, a leather strap with a generous drop, and mag snap closure
- #1 style on makersights for total and GZ/YM!
- *DETAIL NOTE: pocket construction at the interior will have a metal mag snap*

NEW GEN HERITAGE SHOULDER BAG 28 (8.1)



\$295



Key Features

- Crafted of unlined Natural Grain leather, a leather strap with a generous drop, and mag snap closure
- #2 style on makersights for total and GZ/YM!
- *DETAIL NOTE: pocket construction at the interior will have a metal mag snap*

SOHO HANDBAG



Soho Shoulder Bag

€425

MONOCHROME EMMY SADDLE BAG 23



\$395

Key Features

- Introducing the new Emmy Saddle Bag 23 in colorful **luxe glovetanned leather** with **dyed to match hardware**
- **Trend-right monochrome detailing** lends a **cool, Gen-Z** feeling to the family
- Features a **removable crossbody and shoulder straps** with **dog leash functionality**
- Emmy Saddle Bag 23 **ranked #1** with **Gen Z** in this season's **Makersights** test, and **#2 globally**

MONOCHROME JUNO BAG



\$350



Key Features

- Introducing the new **trend-right** Juno Bag in colorful **luxe glovetanned leather** with **dyed to match hardware**
- **Trend-right monochrome detailing** lends a **cool, Gen-Z** feeling to the family
- The perfect bag to go from **day to night**, this new silhouette features **a top handle** as well as **a removable crossbody strap** with **dog leash functionality**

Summer FY24 Key Icons & Families

LANA FAMILY



Lana Shoulder Bag
€750



Lana 23
€595



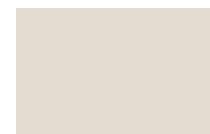
IDOL FAMILY



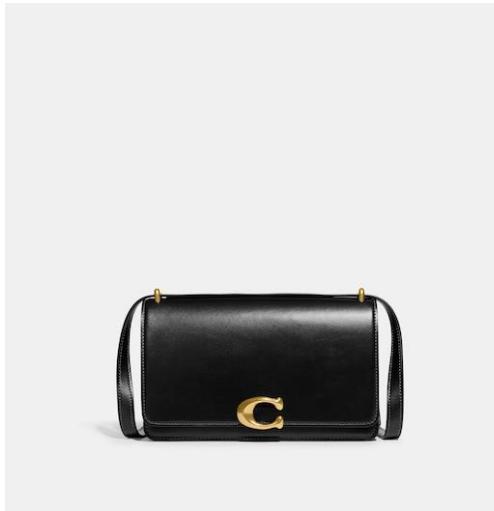
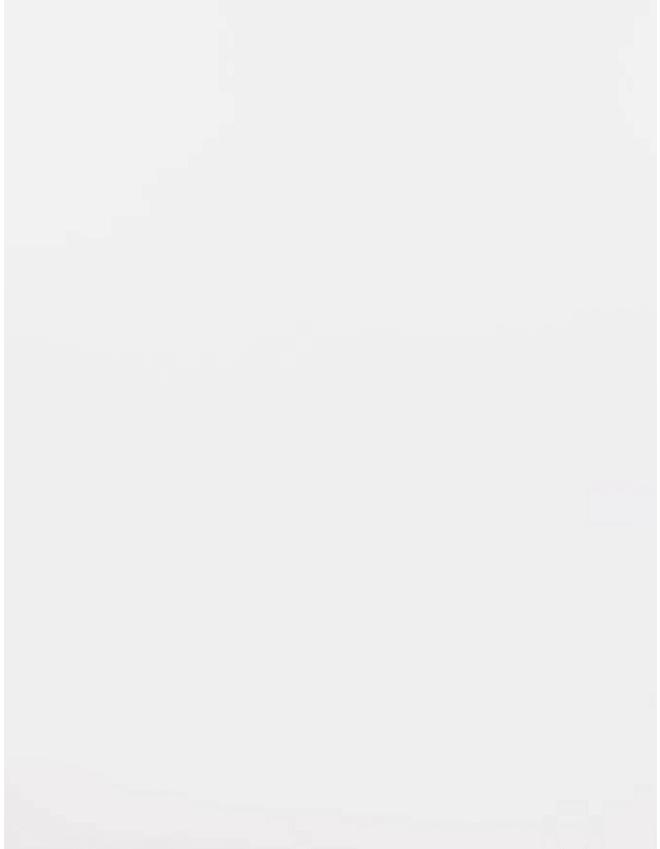
Idol Bag
€750



Idol Bag 23
€595

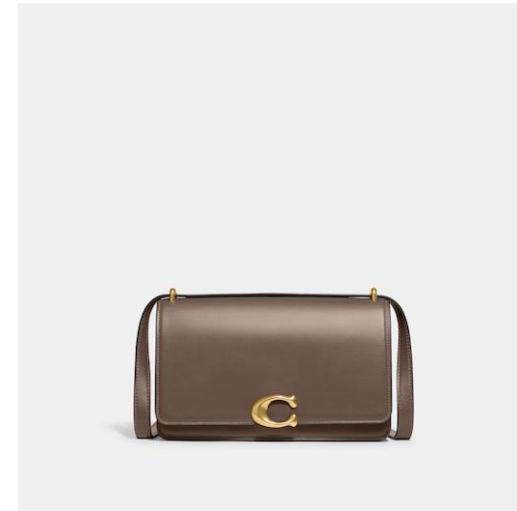


BANDIT FAMILY



Bandit Shoulder Bag

€595



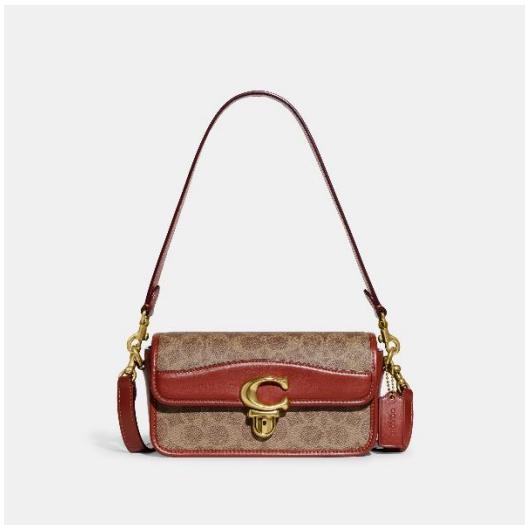
Bandit Crossbody

€375



STUDIO FAMILY

- Finished with an archive-inspired Signature push-lock closure, this baguette bag is crafted of buttery soft glove-tanned leather with plenty of pockets to keep you organized on the go with a crossbody and shoulder strap.



Studio Baguette

€395



APPENDIX

CORE LEATHERS

GRAINED



Glovetanned Pebble = samba rona

- Most premium
- Soft, supple and durable
- Large grain
- Silky hand-feel
- Embossed pebble grain



Luxe Pebble

- Soft deeper embossing
- Large grain



Polished Pebble = boom

- Most economic
- Smaller grain / embossing



New Polished Pebble

- Polished pebble but silkier
- Tabby only for now
- Introduced spring 23



Regenerative pebble leather

- Same shine, embossing and raw material as polished pebble but obtained through regenerative farming – see note below



Reversible polished pebble / crossgrain

- Double faced suede leather: one face PU coated and embossed, one face “pebble”-style embossed



New Crossgrain

- Full grain, embossed leather
- Much suppler and more expensive than regular crossgrain



Crossgrain

- PU coated embossed suede
- Similar to saffiano leather

SMOOTH



Regenerative Glovetanned leather

- Trim only (small panel)



Original Glovetanned leather

- More premium than glovetanned leather
- Higher grade raw material
- Rounder, suppler, softer
- Cow leather



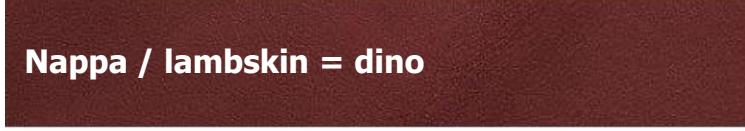
Glovetanned leather

- Soft, supple and durable like baseball glove,
- Earned us our name “Original American House of Leather”
- It will only get more beautiful with age.
- Made in partnership with LWG Gold-Rated tannery.



Smooth leather = madrid

- Ultra supple and soft
- Very light grain with polished finish
- Calfskin
- → soft tabby



Nappa / Lambskin = dino

- Ultra supple and soft, buttery handfeel
- Lambskin
- Fine grained Italian leather
- Heat and moisture sensitive
- → pillow, quilted Madison, quilted studio



Refined calf = armor gloss

- Suppler than luxe refined calf and less shiny



Luxe refined calf = plutone shiny

- Ultra thin grain
- Shiny coating
- Calfskin
- Introduced Fall 22 (FY23)
- → bandit



Regenerative

Responsible farming and agriculture practices that increase biodiversity, enrich and rejuvenate soils and enhance ecosystem services

- Cow and herd well being (grain fed, free range), livestock integration, minimal soil disturbance, diversity...
- Capped production: 32sqf/intro eg 13-17ku/quarter
- Same look and feel as non regenerative but more marks on leather (scratches, bites) → better for pebble
- New style number required