

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

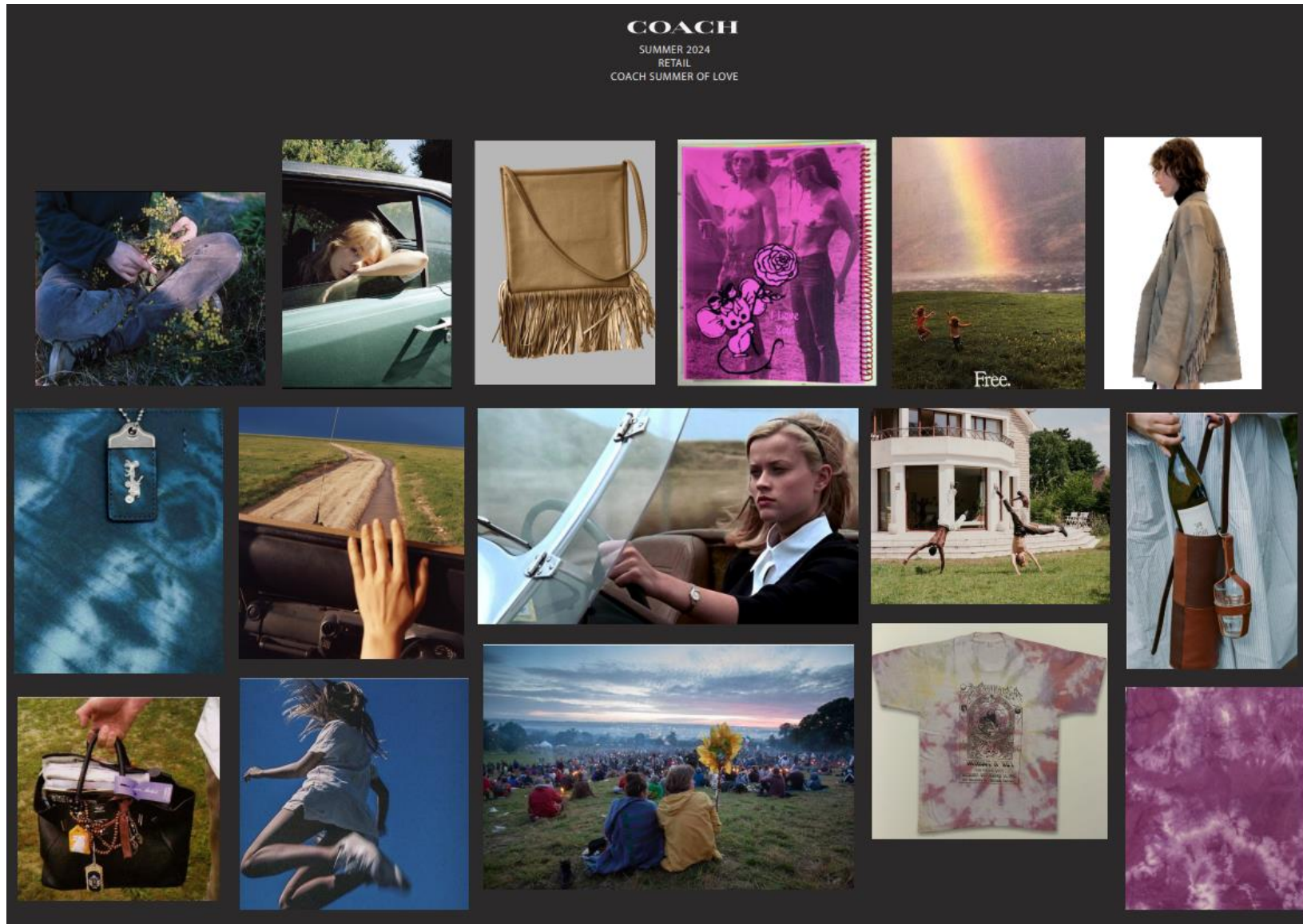
- Amplification of Tabby** with additional pop colors and novelty tie dye registration. Building longevity in our Tabby icon with continued marketing around our key silhouette and additional novelty.
- Build iconic destinations in-stores and online to reinforce recognition with our customers
 - Expand 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



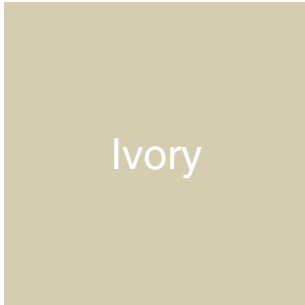
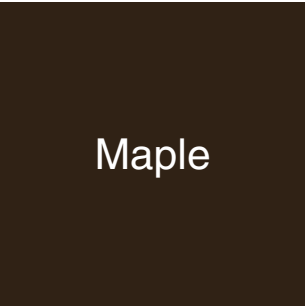
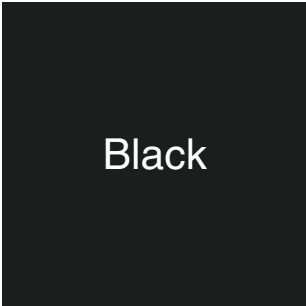
AUGUST

COURAGE FAMILY



Pre-Fall FY24 Color Palette Breakdown

Core



Seasonal



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

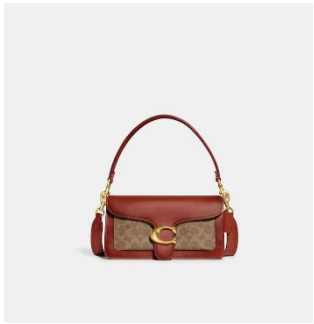
- To sit with our quilted tie dye skus we have also developed an **allover print**.
-
- Mirroring the hand-dyed layout – our team developed an **artwork that is digitally printed on cow leather** in a wearable tonal blue pattern
- *DETAIL NOTE: bulk production will have a bit more dimension than the 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

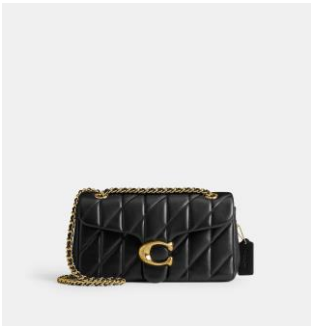
- **Amplifying the Tabby Family's icon status** with a strong emphasis on seasonal novelty in quilting.



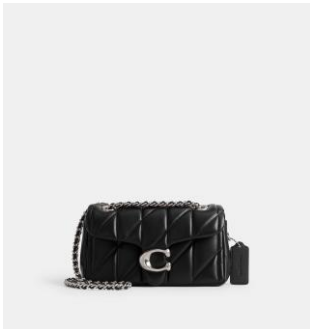
Tabby 26



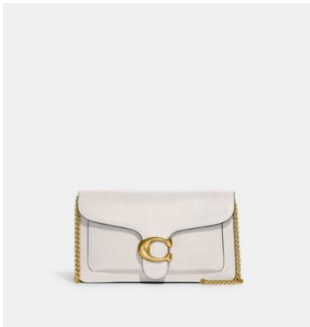
Tabby 20



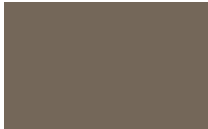
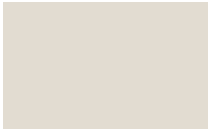
Tabby
Quilted 26

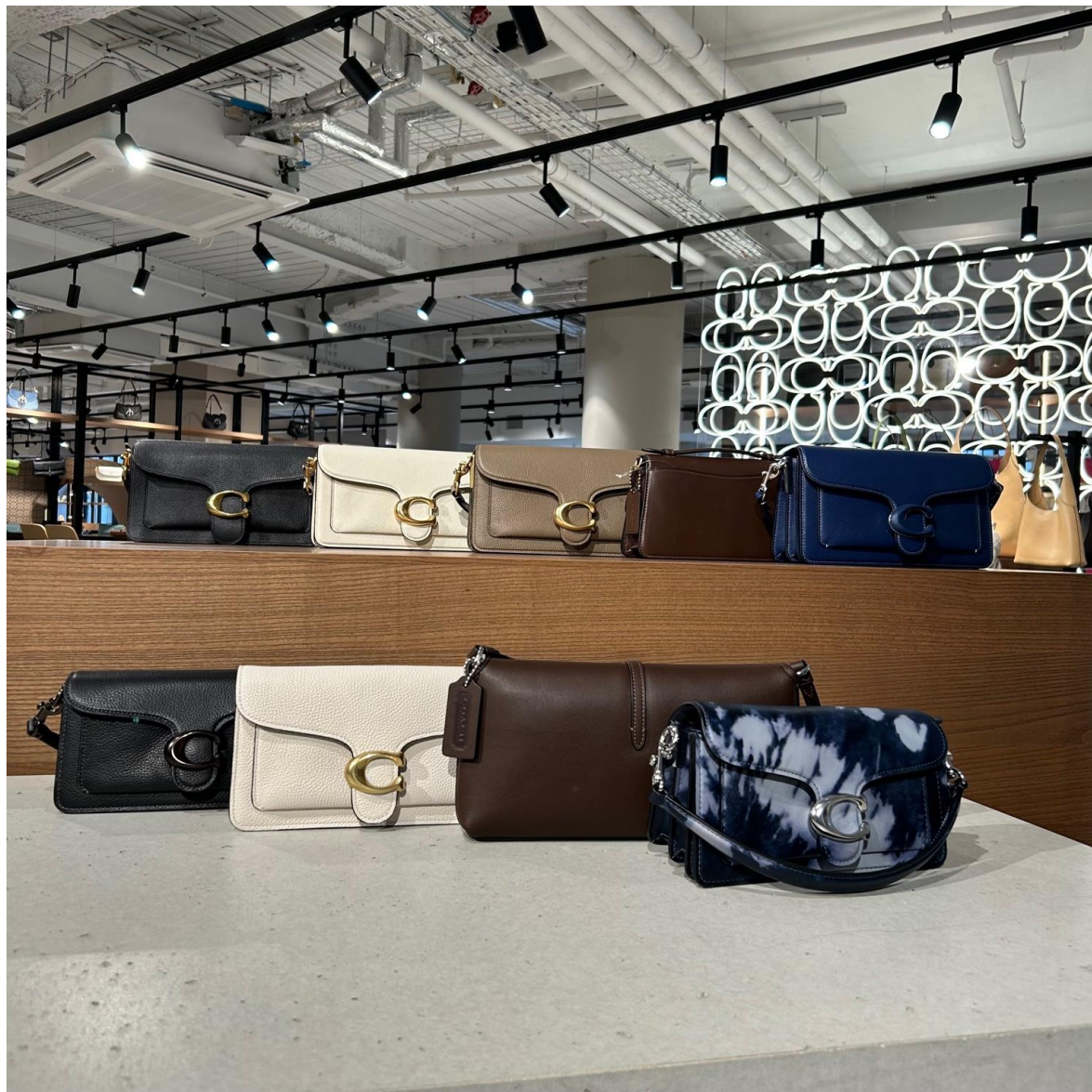


Tabby
Quilted 20



Tabby Chain Clutch





CARGO TOTE



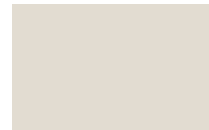
Cargo Tote

€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



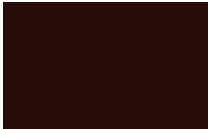
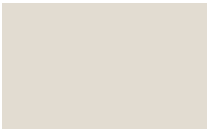
Willow Bucket Bag



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 **luxé 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 **luxé glovetanned leather** with **died 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



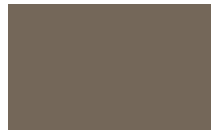
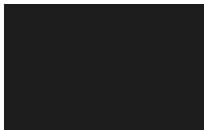
Lana 23
€595



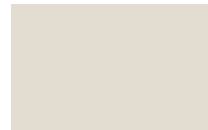
IDOL FAMILY



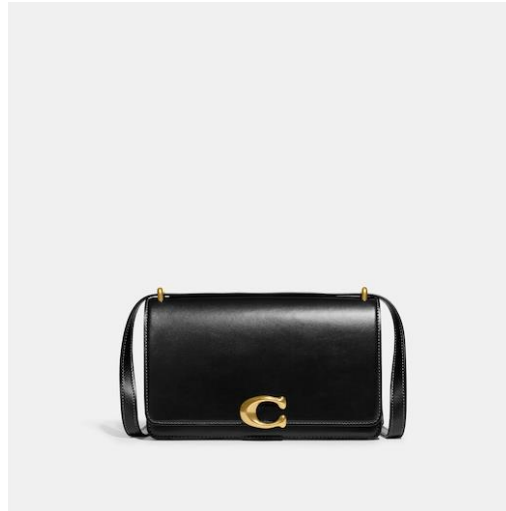
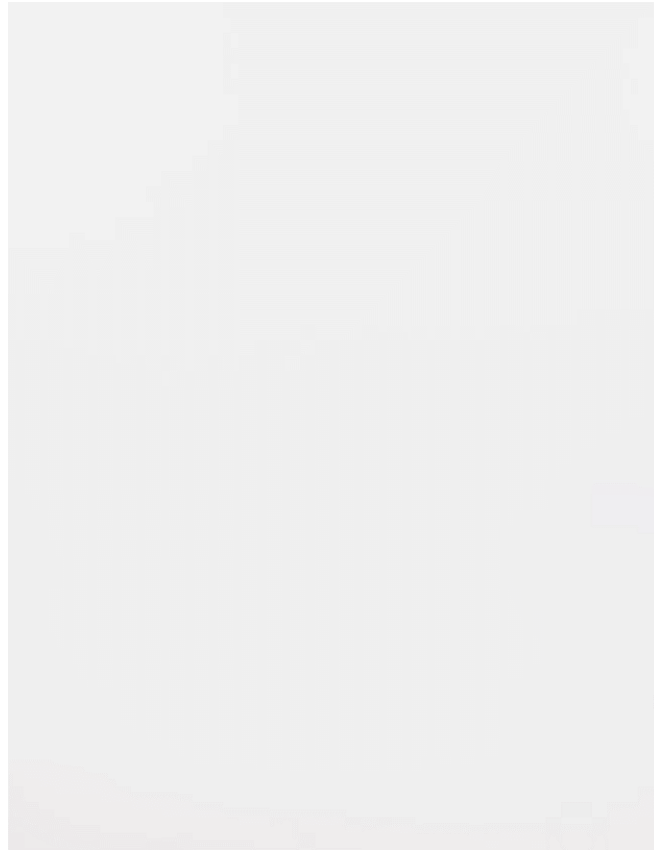
Idol Bag
€750



Idol Bag 23
€595

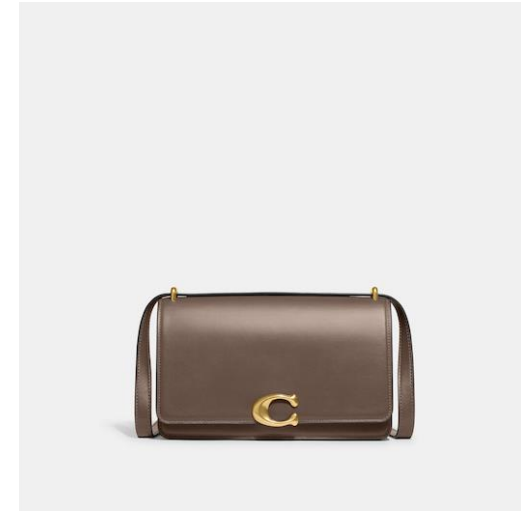


BANDIT FAMILY



Bandit Shoulder Bag

€595



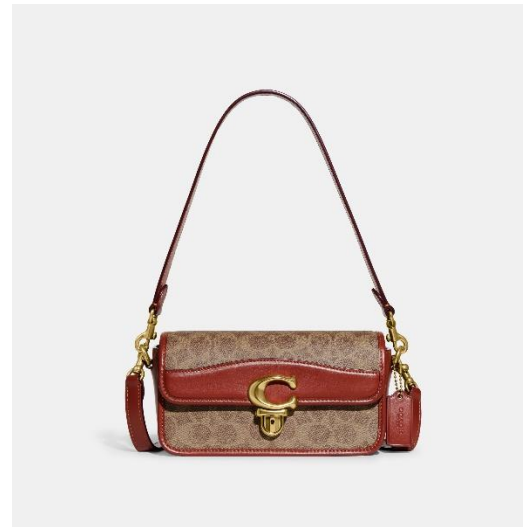
Bandit Crossbody

€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

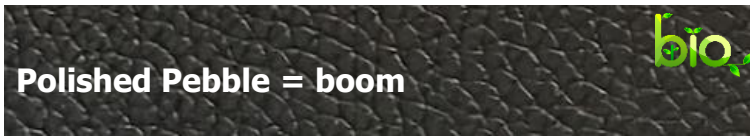
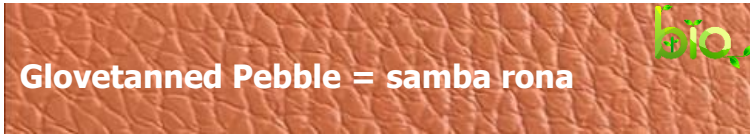
€395



APPENDIX

CORE LEATHERS

GRAINED



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

- Soft deeper embossing
- Large grain

- Most economic
- Smaller grain / embossing

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

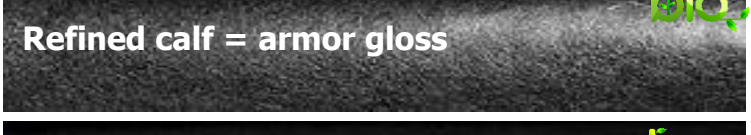
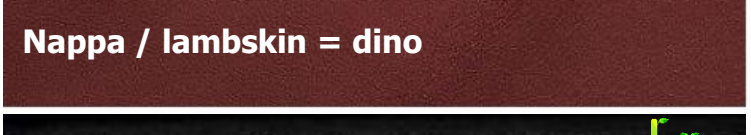
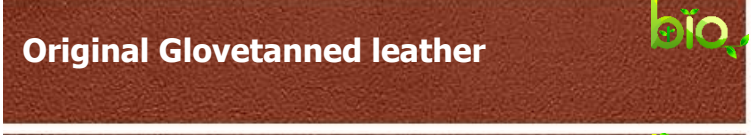
- Same shine, embossing and raw material as polished pebble but obtained through regenerative farming – see note below

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

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

- PU coated embossed suede
- Similar to saffiano leather

SMOOTH



- Trim only (small panel)

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

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

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

- Suppler than luxe refined calf and less 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