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Brand History

BRAND HISTORY

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ICONIC THEMES

Coach was founded in 1941 as a family-run workshop in New York City.



1941



Reed Krakoff joins as Creative Director, and oversees tremendous commercial success for the brand.



1996



Coach signs eyewear agreement with Luxottica.



2012



Victor Luis appointed CEO of Coach Inc.



2014



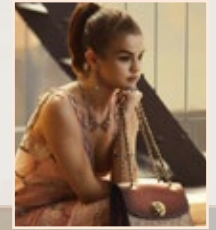
Coach celebrates its 75th Anniversary.



2016



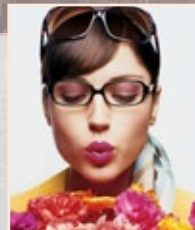
Selena Gomez is signed as brand ambassador, and campaign face 2017 through 2018.



2017



Visionary sportswear designer Bonnie Cashin becomes Coach's first Creative Director.



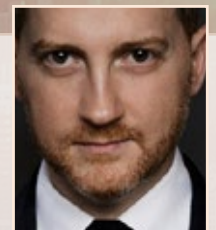
Coach launches eyewear.



Stuart Vevers joins Coach as Executive Creative Director.



Stuart Vevers launches the brand into the global fashion arena, with Coach's first women's RTW collection.



Coach Inc. becomes Tapestry Inc., the parent company to brands Coach, Stuart Weitzman and Kate Spade.

Josh Shulman is appointed CEO of Coach.

Brand Values

Coach is the original American house of leather.

Started in 1941 as a family-run workshop in New York City, the brand was a pioneer in the leather goods and accessories space. From humble beginnings to the brand's current position as a global lifestyle brand, Coach is re-defining "accessible luxury."

Quality & Craftsmanship

For over 75 years, Coach has offered luxury craftsmanship at an attainable price positioning.



An American Icon

"New Yorkers are quite practical, and they don't sacrifice function. They put things together with attitude, and their look is aspirational around the world."

Stuart Vevers



Modern Accessible Luxury

Modern Luxury is inviting, approachable and liberating. It goes beyond names and logos to honor individuality and personal style. It is confident and authentic.



Iconic Themes



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Tea Rose

A new icon for the brand.
Feminine and embellished, fun and expressive.



HC8242B

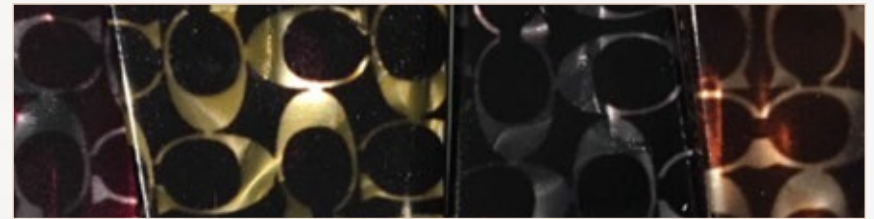


HC5094



Signature C

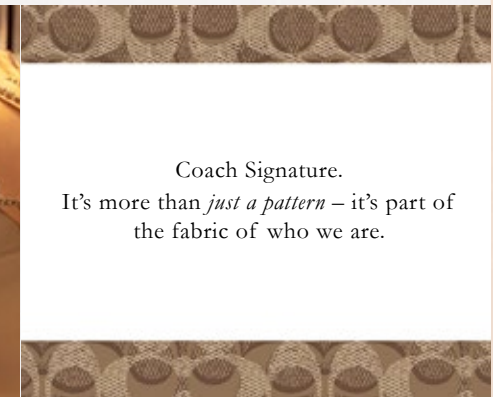
The brand's most recognizable and enduring code.
The Signature C print, featuring the Coach C in a distinct pattern.



HC8247



HC6125



Coach Signature.
It's more than *just a pattern* – it's part of
the fabric of who we are.

Iconic Themes



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Horse & Carriage

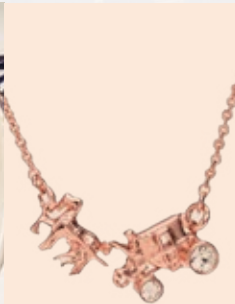
The Coach Horse & Carriage represents a tradition of fine workmanship in New York City.



HC7079



HC7078



C-Motifs

The now-iconic 'C' emblem signals Coach's commitment to traditional craftsmanship and innovative New York design.



HC8240



HC6120

