

# COACH

NEW YORK



BUILD THE IDEAL COACH ASSORTMENT  
TO MAXIMIZE YOUR BUSINESS



## WHAT IS AN IDEAL ASSORTMENT?

An Ideal Assortment is a core product offering that best embodies the **COACH Eyewear** collection and is specially curated to the **COACH consumer's** needs and expectations. It features best sellers and key new styles critical to the full assortment and results in maximized sell.

## HOW TO USE AN IDEAL ASSORTMENT

### 1. CUSTOMIZE THE ASSORTMENT TO THE SIZE OF THE ACCOUNT:

- A minimum opening order of 25 pieces
- A minimum of 50 pieces in each calendar year

### 2. ENSURE ESSENTIAL ASSORTMENT REFLECTS BRAND VALUES AND CONSUMER NEEDS. AT MINIMUM, THE FOLLOWING SHOULD BE PRIORITIZED:

- **COACH Essential Stories** – 60% of the collection should reflect best selling classic stories in the collection
- **Product Innovation** - 40% should be new SKU's launched within 6 months.
- **Consumer Campaigns** – Advertised SKUs should always be represented in the collection
- **Tailored Offerings** - Minimum of 2 Custom Fit SKUs to offer consumers desired personalized fit.

### 3. LEVERAGE THE EXTENDED ASSORTMENT TO EXPAND & CUSTOMIZE BASED ON LOCAL CLIENT NEEDS. ON AVERAGE, IT IS RECOMMENDED TO ASSORT TO THESE GUIDELINES.

- 60% Optical / 40% Sun

ESSENTIAL ASSORTMENT

OPTICAL



OHC5120 9373 | 51



OHC5121 9369 | 56



OHC5131 9370 | 51



OHC5139 9370 | 57



OHC5139 9346 | 57



OHC5140 9391 | 54



OHC5140 9393 | 54



OHC5141 9393 | 52



OHC5149T 9001 | 56

NEW



OHC5150T 9004 | 55

NEW



OHC6166U 5111 | 54



OHC6166U 5634 | 54



OHC6167U 5176 | 51



OHC6178U 5203 | 56



OHC6179U 5120 | 53



OHC6179U 5002 | 53



OHC6188U 5672 | 54



OHC6190U 5120 | 52



OHC6190U 5002 | 52



OHC6199 53 | 5002

ADV

NEW

SUN



OHC7122 939087 | 58



OHC7131 900587 | 50



OHC7136 93339A | 60



OHC7136 939381 | 60



OHC8326 500287 | 52



OHC8326 512082 | 52



OHC8338U 553787 | 55



OHC8338U 511172 | 55



OHC8359U 520382 | 56



OHC8359U 52513H | 56



ADV

NEW

NEW

These proven bestsellers for **COACH** are must haves in your collection.  
Have them in stock to ensure you never miss a sale

To order online visit [my.Luxottica.com](http://my.Luxottica.com) and enter your username and password or  
call **1-800-422-2020**

**OPTICAL**



**0HC5140 9391 | 54**



**0HC5140 9393 | 54**



**0HC6188U 5672 | 54**



**0HC6190U 5120 | 52**



**0HC6190U 5002 | 52**

**SUN**



**0HC7122 939087 | 58**



**0HC7136 93339A | 60**



**0HC7136 939381 | 60**



**0HC8326 500287 | 52**



**0HC8338U 553787 | 55**