

COACH

NEW YORK



BUILD THE IDEAL COACH WOMENS 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



OHC5066 9155 | 53



OHC5111 9346 | 53



OHC5130 9385 | 53



OHC6040 5116 | 52
★



OHC6054 5001 | 52



OHC6065 5288 | 51
★



OHC6065 5287 | 51
★



OHC6065 5291 | 51



OHC6078 5337 | 52



OHC6078 5120 | 52



OHC6082 5353 | 53
★



OHC6089 5400 | 51



OHC6129 5446 | 54
★



OHC6136U 5447 | 53
●



OHC6143 5120 | 54



OHC6153 5612 | 51



OHC6176 5650 | 53
★



OHC6181 5656 | 54



OHC6185 5111 | 54



OHC6187 5678 | 52

SUN



OHC7064 926513 | 56
● ★



OHC8116 500113 | 56
●



OHC8132 52888H | 57
● ★



OHC8132 528713 | 57
●



OHC8168 512013 | 56
●



OHC8169 535313 | 57
●



OHC8232 550713 | 56
● ★



OHC8321 5656U8 | 55
● ★



OHC8331 512013 | 55
●



OHC8335U 56781A | 53
● ● ★

EXTENDED ASSORTMENT

OPTICAL



OHC5135 9405 | 53



OHC5135 9350 | 55



OHC6065 5287 | 49



OHC6065 5548 | 51



OHC6089 5120 | 51



OHC6103 5445 | 54



OHC6125 5519 | 53



OHC6129 5532 | 52



OHC6143 5561 | 52



OHC6153 5613 | 51



OHC6164U 5575 | 53



OHC6176 5651 | 53



OHC6176F 5111 | 55



OHC6194U 5710 | 52

NEW



OHC6197U 5120 | 53

ADV

NEW



SUN



OHC7111 900513 | 57



OHC7132 900579 | 58



OHC8158 500211 | 58



OHC8318 50028G | 52



OHC8358U 512069 | 54

ADV

NEW



● FULL FIT ● UNIVERSAL FIT ● RX-ABLE ★ MUST HAVES

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** and enter your username and password or
call **1-800-422-2020**

OPTICAL



0HC6040 5116 | 52



0HC6065 5288 | 51



0HC6065 5287 | 51



0HC6082 5353 | 53



0HC6129 5446 | 54

SUN



0HC7064 926513 | 56



0HC8132 52888H | 57



0HC8232 550713 | 56



0HC8321 5656U8 | 55



0HC8335U 56781A | 53