




THE COACH STORY



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*A legacy in leather*  
since 1941





# COACH, THE ORIGINAL AMERICAN HOUSE OF LEATHER

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The year 2016 marks the 75th anniversary of Coach, the original American house of leather. From our humble beginnings as a small, family-run workshop in New York City offering impeccable quality, craftsmanship and design, to our position today as a leading global lifestyle brand, Coach continues to surprise and delight consumers all over the world with our innovative design and tradition of excellence.



Coach Swagger, Fall 2015 fashion campaign *(photo by Steven Meisel)*.

# OUR 75 YEAR HERITAGE



**1941**

As New York City begins to emerge as a fashion capital, Coach is founded in a Manhattan loft. Six artisans set out with a simple goal: to make beautiful, functional items in modern shapes and the finest leathers.



**1961**

Fashion designer Bonnie Cashin joins Coach



**1971**

Coach introduces the Duffle Sac, an instant icon still coveted today



**1979**

Future Chairman and CEO Lew Frankfort joins Coach as Vice President of New Business Development

**1992**

Launch of Outerwear

**1998**

Launch of Watches



**1950s**

Horse and Carriage logo premieres



**1962**

Bonnie Cashin's first collection, called Cashin Carry, debuts



**1964**

Bonnie Cashin introduces the Coach turnlock

**1972**

Coach hangtag first appears on all handbags



**1981**

First flagship store opens, on Madison Avenue in New York City



**1996**

Fashion designer Reed Krakoff joins Coach

**1999**

Launch of Coach.com

Launch of Footwear

**2000**  
Launch of  
Hamptons collection

Launch of Sunglasses

Coach becomes a public  
company, trading as COH  
on the NYSE

Signature C introduced



**2002**  
First flagship store  
in Japan opens

**2006**  
Flagship stores open  
in Taiwan and Korea

**2009**  
Coach establishes  
Coach China, Inc.

Coach establishes the  
Coach Foundation

**2011**  
First European flagship  
store opens, on New  
Bond Street in London



**2013**  
Stuart Vevers joins  
Coach as Executive  
Creative Director



**2015**  
First Coach Men's ready-to-  
wear collection presented

Stuart Vevers wins  
Accessories Designer  
of the Year at the  
ELLE Style Awards

Coach acquires  
Stuart Weitzman

**2001**  
Reed Krakoff wins  
CFDA Accessory Designer  
of the Year Award

Launch of Signature collection

Launch of Jewelry

**2005**  
Coach establishes  
Coach Japan, Inc.

**2010**  
Coach launches  
in Europe

Flagship store opens  
in Shanghai

First Coach Men's store  
opens, on Bleecker Street  
in New York City



**2014**  
Victor Luis appointed  
CEO of Coach

Stuart Vevers' debut  
ready-to-wear  
collection presented

**2012**  
Coach launches in  
Brazil, Colombia,  
Panama and Venezuela

**2016**  
Coach celebrates its  
75th Anniversary





# THE BIRTH OF AN AMERICAN ICON

In 1941, Coach was founded as a small, family-run workshop in a Manhattan loft. Six artisans set out with a simple goal: to make beautiful, functional items in modern shapes and the finest leathers.

They were dedicated to innovation in leather while preserving old-world techniques passed through the generations. These artisanal methods had been created for a world dependent on equine supplies. Now, in a city where horses had pulled carriages and streetcars up and down the bustling avenues just decades before, they were adapted for a modern age.

Today, the Coach Horse and Carriage represents a tradition of fine leather workmanship in New York City. Coach continues to choose only the finest leathers for our products, and we still finish our premium leather bags and accessories by hand. All over the globe, this now-iconic emblem signals our commitment to traditional craftsmanship and innovative New York design.



It was once noted that Miles Cahn, whom we consider the founder of Coach, loved *"the touch and smell of leather along with coach and harness things."*





Coach chooses only *the best leathers*, accepting *the finest* of those reserved for us by *top tanneries*.



It takes *more than 100 steps* to create a *Coach bag*. *No detail is overlooked.*







# IT STARTED WITH A BASEBALL GLOVE...

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In the 1950s, Coach would become the premier American house of leather, noting in its catalog that products were crafted from “leathers collected all over the globe.” Each had a distinctive character and a name to match: Harness, California Saddle, English Morocco, No. 66 Water Buffalo.

The star of our assortment was a unique leather developed by Miles Cahn, whom we consider the founder of Coach. He was inspired by a quintessentially American tradition—baseball—and the wonderfully soft feel of a well-worn baseball glove. Cahn loved that the glove’s durable leather became even more beautiful over time, developing a rich patina that bore the owner’s personal history.

Glove Tanned Cowhide was like no other leather—buttery soft to the touch, yet nearly indestructible. Baseball-shaped leather hangtags began appearing on products, urging customers to “Feel It!” They did, and sales soared. Glove Tanned Cowhide became synonymous with our name.

A 1940s baseball glove from the *Coach Archive*.

Coach built its name on its famously *soft* yet remarkably *durable Glove Tanned Cowhide*—a true *innovation in leather*. We continue to offer leathers in the Glove Tanned tradition.

*Left:* the Convertible Clutch (1979; this *iconic silhouette* remains a Coach favorite) and a clipping from the Fall 1960 men's catalog. *Right:* the Rivets Dakotah Crossbody (2015).



## This is a Coach® Bag

It is one of twenty-six small, medium and large Shoulder Bags, Pouches, Clutches, Totes, Satchels and Portfolios that we make in ten colors of real Glove Tanned Cowhide. Coach® Bags are sold in many nice stores throughout the country. If you cannot find the one you want in a store near you, you can also order it directly from the Coach Factory in New York. For Catalogue and Store List write: Consumer Service, Coach Leatherware, 516 West 34th Street, New York City 10001.

**RUGGED...**

**...BUTTER SOFT**

The same leather that  
is used in Big League  
Baseball Gloves



Our latest *leathers* are finished with a *variety of innovative techniques*.



# A MODERN MEN'S BRAND



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Coach began as a maker of fine men's leatherware. In the early years, our top-selling product was a simple wallet offered in two colors: black and rich saddle brown.

Within two decades, the humble enterprise that began with six artisans had grown into New York City's largest leather goods maker, offering handcrafted billfolds, dopp kits, executive desk accessories, flasks, cigarette cases, business portfolios and other men's products.

Coach anticipated its customers' every need. During this time, we created our first tech accessories—leather covers for transistor radios. We also foresaw a future where men would carry functional, stylish bags, just the same as women.

Today, Executive Creative Director Stuart Vevers has returned the brand to its roots, offering a complete collection for the modern man of style, with unexpected remixes of iconic American silhouettes and a full line of ready-to-wear. Among Vevers' urban essentials: an extensive range of men's shoulder and tote bags.



The Field Bag (2011 reissue) and the Coach Hudson Brief (2015).



*Clockwise from top left:*  
Fall 2015 campaign and the  
Fall 2015 men's presentation.





# THE ORIGINAL COACH GIRL



Bonnie's *Coach Girl* was smart, well traveled and fashion forward.

In 1961, visionary sportswear designer Bonnie Cashin became Coach's first Creative Director. She led the leather house in a vibrant new direction—into the world of women's fashion. Bonnie designed for a cool and confident modern woman, with bags and accessories that were innovative in both their functionality and bold use of color. Bonnie's Coach Girl was smart, well traveled and fashion forward—the epitome of the sixties "Nowgirl," noted *Women's Wear Daily*.

Bonnie's designs were revolutionary in their simplicity. Her bags for Coach featured her innovative use of industrial hardware—especially the turnlock. She was inspired to create the distinctive closure by the metal toggles securing the roof of her sporty convertible car. She also revolutionized the leather industry with her pioneering use of bright, modern color on leather. Bonnie's vision of "pure shape, natural form, and function" formed the essence of Coach design and continues to inspire us to this day. "Design has to be for living," she said.

In the spirit of Bonnie Cashin and the sixties "Nowgirl," today's Coach Girl is a cool, confident style influencer, ready to take risks and break new ground in everything she does.



The Cashin Carry Tote (1962).



*“Design has to be for living.”*

—BONNIE CASHIN



Made for the *modern, stylish woman on the go*, Bonnie’s designs were marked by her use of *bold color and innovative, functional hardware*.

*Clockwise from left*: the Three-Frame Shoulder Tote (1969), the Pony Express Pouch (1976), the cover of the 1960 men’s catalog, and the Spring 1967 Cashin Carry catalog cover.



**COACH**  
PRESENTS A NEW  
COLLECTION OF  
“CASHIN CARRY”





# THE COACH CODES

The Coach Codes are iconic design elements grounded in Coach heritage. They make every Coach product instantly recognizable.

## *Turnlock*

The turnlock was introduced by Creative Director Bonnie Cashin in 1964. Cashin was inspired to create the distinctive closure by the metal toggles securing the roof of her sporty convertible car. The Coach turnlock is now a globally recognized icon.

## *Hangtag*

The hangtag first appeared on Coach bags in the 1950s, and has been placed by hand on every bag since the 1970s. “It’s not a Coach bag without a Coach tag,” one ad proclaimed.

## *Horse and Carriage*

Introduced in the 1950s, Coach’s first brand logo depicts a coachman atop a carriage drawn by two horses. The horse and carriage represents a tradition of fine leather workmanship in New York City, handed down from a time when the best craftsmen made reins and harnesses for horse-drawn transportation.



HANGTAG

TURNLOCK



HORSE AND CARRIAGE





STORYPATCH

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*Storypatch*

The Storypatch first appeared in Coach bags in the 1970s. It contains leather and craftsmanship details and guarantees the authenticity of our products.

*Signature C*

The Signature C echoes the font of the original Coach wordmark logo. It first appeared in 2000 and is one of our most recognizable brand identifiers.

*Saddle Color*

Saddle leather was first used by Coach in its early days as a men's leatherware workshop. Its naturally rich cognac hue now represents our heritage in leather.

*Leather Binding*

Leather binding first appeared on Coach bags in 1962. It has appeared in matching or contrasting leathers on some of our most iconic bags and accessories.



SIGNATURE C



LEATHER BINDING



SADDLE COLOR



# MODERN LUXURY

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For more than 70 years, Coach has offered luxury craftsmanship at a compelling value. Today, CEO Victor Luis and Executive Creative Director Stuart Vevers are remaining true to our heritage with a new vision of *Modern Luxury*.

*Modern Luxury* at Coach is about redefining luxury for the modern age. To us, *Modern Luxury* is inviting, approachable and liberating. It goes beyond names and logos to honor individuality and personal style. It has a look that is confident and authentic.

*Modern Luxury* elevates our products and the Coach experience in a way that is grounded in our heritage and true to who we are as a brand—inclusive, authentic, and dedicated to luxury craftsmanship and innovative design.

Coach's collections for men and women offer our customers a meaningful way to express their personal style. Our new store environments are warm and inviting, reflecting the sophisticated yet playful refinement of New York—the city we've always called home.

This new approach to the traditional idea of luxury touches every aspect of our brand, from our products to our websites and stores, all around the world.

*The sophisticated yet playful refinement of authentic New York style reflects our history in this city and our new vision of Modern Luxury: a warm, inviting environment with leather and natural wood finishes.*



# STUART VEVERS AND A NEW CREATIVE DIRECTION

Born in England and trained in Europe, Executive Creative Director Stuart Vevvers brought his extensive expertise in leather and a new design direction to Coach in 2013. Vevvers debuted Coach's first ready-to-wear collection to critical acclaim during New York Fashion Week in early 2014. Inspired by a journey across America that began and ended in New York City, his Fall 2014 Collection captured the spirit of the new Coach Girl: effortless and authentic, with a lightness of spirit. Vevvers' full expression of the Coach Guy has now debuted with a complete collection of men's ready-to-wear and an expanded range of bags and shoes for Fall 2015.

Vevvers' lifestyle collections for women and men are effortless and personal, with a downtown attitude that modernizes the heritage of our brand. As Coach continues its global expansion with new stores in London, Paris, Tokyo, Sydney and Shanghai, Vevvers is sharing his vision of modern New York style with the world. "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," he was quoted as saying in 2015.



*Left:* Executive Creative Director Stuart Vevvers. *Above:* Free-spirited actress and *Coach Dreamer* Chloë Grace Moretz (2015).





Vevers has *redefined* the brand with a *modern vision* of Coach's *heritage*.



*Clockwise from left:*  
Fall 2014 campaign (photo by  
Steven Meisel) and the Fall  
2014 women's presentation.





*Clockwise from top left:*  
Spring 2015 campaign  
and the Spring 2015  
women's presentation.







*Clockwise from left:  
Fall 2015 campaign (photo by  
Steven Meisel) and the Fall  
2015 women's presentation.*







# VICTOR LUIS AND THE VISION FOR COACH

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Victor Luis was appointed Chief Executive Officer of Coach, Inc. in January 2014. He also serves on Coach's Board of Directors. Victor joined Coach in 2006 and has held a number of key international management roles and led the company's successful expansion strategy in Asia. In 2013 he took on the role of President and Chief Commercial Officer of Coach, Inc., with oversight for all of the company's revenue-generating units, strategy and merchandising.

*“We are in the early stages of a multi-year journey, evolving our brand so we can continue to grow and flourish in the complex global marketplace. We have established a very clear purpose and are focused on executing this vision.”*

# PURPOSE, VISION AND VALUES

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We have always been driven by a single, enduring idea. This is our *Purpose*—our reason for being—and now, more than ever, it reminds us why we exist.

We will never waver from our most strongly held beliefs. These *Values* have given rise to our many great accomplishments, ensure that we perform at our best, and will guide us into the future.

## *Purpose*

At Coach, we exist to make luxury approachable for those who desire more than status.

## *Vision*

We will become the company that defines global modern luxury.

## *Values*

We see possibility in the impossible. We nurture authenticity. We integrate individuality and teamwork. We fuse creativity and logic.





