

THE CONSUMER JOURNEY –

How Coach Delivers An Innovative Retail Experience




COACH
NEW YORK



A JOURNEY WITH
Rich History & Heritage

1941 *An American Classic Was Born*



Throughout the Decades *Remains TRUE to Coach's Heritage*



1960s Our Legendary Fashion Designer – Bonnie Cashin



Nowadays *Our Journey of Transformation Continues*



OUR JOURNEY CONTINUES IN A
Vibrant Global Retail Market



Global Retail Trend



*Market
Change*



*Customer
Experience*



Uniqueness



Digital

2014 *Our Transformation Journey Begins*

DEFINING

Modern Luxury



Products



Stores



Marketing

New York Fashion Week



Create Fashion Dialogue Through Product Innovation



Modern Luxury Store Concept



Coach Create



Create Excitement Through Marketing



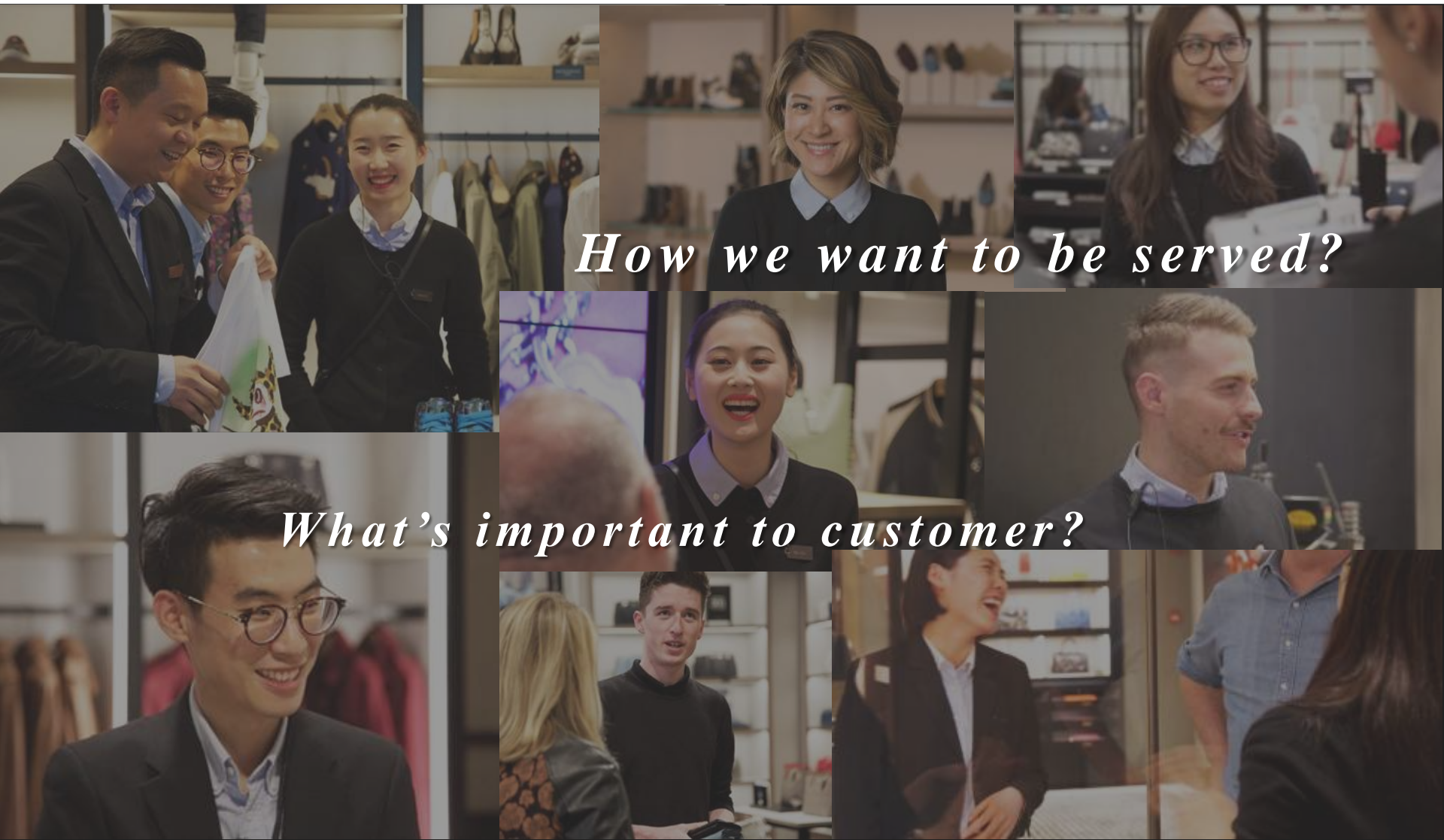
Selena Gomez

Create Excitement Through Marketing

Timmy Xu



Our Clienteling



How we want to be served?

What's important to customer?

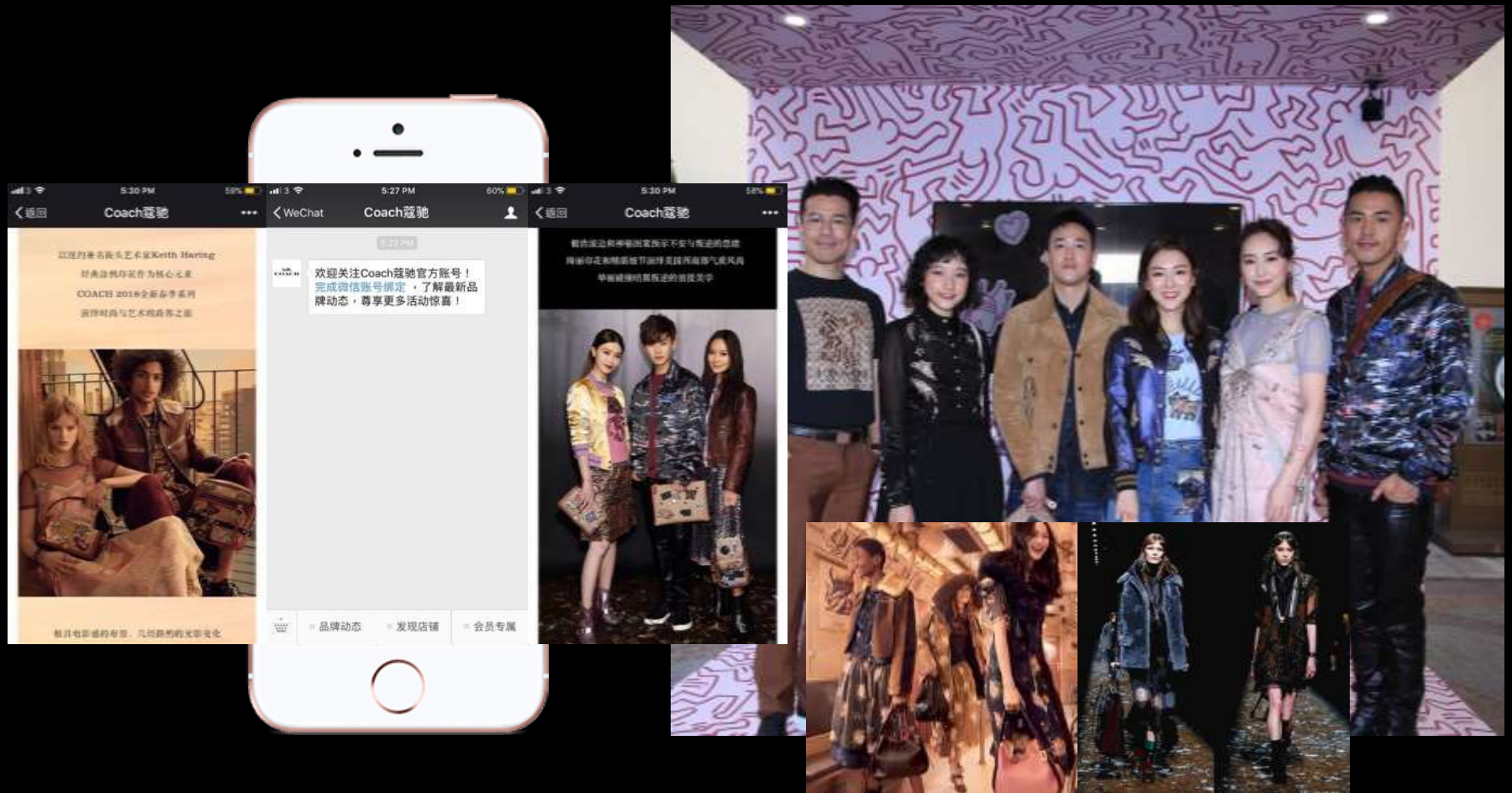
Consumer Experience Journey



Consumer Experience Journey



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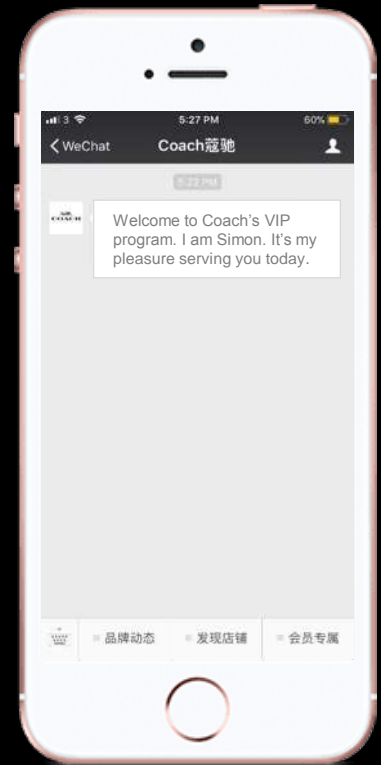
Consumer Experience Journey



*Free Bag
Cleaning Service*



Consumer Experience Journey



Consumer Experience Journey



Consumer Experience Journey



What's Next?



Thank You

