



Brand Strategy and Ideas for Tapestry Inc and Coach

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Background

- The size of the global leather goods industry is estimated at US\$ 476 billion in 2026, growing at a rate of 6.24% according to [Mordor Intelligence](#)
- Of this, the share of luxury leather goods in 2025 ranges between US\$ 65-75 billion
- America's share of this market is about a third, leaving ample room for growth and catch-up
- Even otherwise, America needs to increase its capabilities in the luxury goods industry more broadly, and I had [written](#) a blog post about this long ago
- Tapestry Inc (formerly Coach) can play a huge role in this capacity-building and in growing the market for luxury goods in the US and around the world
- Tapestry has two luxury brands, Coach and Kate Spade which they acquired in 2017 and both offer leather bags, accessories and clothing
- [Tapestry's earnings](#) in the March quarter of 2026 was revenue of US\$ 1.9 billion, a growth of 21% over the previous year and gross profit growth of 22%
- It is reported that since 2022, Tapestry Inc pivoted to a new strategy for Coach that targeted Gen Z as key customers and the company claims this has paid off in huge sales growth; I beg to differ and you can read my views on target audience later in this document
- Besides the need to differentiate the Coach brand from competition, there is also the need to differentiate it from Kate Spade so that they do not cannibalise and eat into each other's markets
- Tapestry Inc is itself a relatively new company, formed from what was Coach prior to the acquisition of Kate Spade
- Therefore, there is plenty that needs to be done in positioning the company Tapestry Inc and its brands and connecting them to the company.

The context

I must say at the outset that I haven't visited America yet, nor do I own a Coach handbag or any other luxury handbag. I buy and use Hidesign bags and wallets made in India and they are good enough for me. In fact, they are exceptionally good and ought to be building a luxury brand out of their business in India, including for export.

However, the reason I thought of putting down my thoughts on the Coach brand and on Tapestry Inc is mainly because I firmly believe that America lags behind its British and European peers when it comes to luxury goods. Tapestry can play a huge part in the evolution and growth of America's luxury goods industry and build its own brands Coach and Kate Spade as well alongside.

The other reason is timing. I thought I'd share my thoughts in America's 250th year being commemorated in 2026, and Tapestry Inc may consider this document and ideas as a present on this special occasion.

I have confined myself to Tapestry and Coach in this document and am sharing my thoughts on strategy and communication ideas for them.

Competition for Tapestry

I am not very familiar with the market in America for luxury goods, but I do think that for luxury goods such as handbags and accessories, the competition is likely to be the same in America and in international markets.

In America, Tapestry and Coach might be competing with the likes of Michael Kors, Ralph Lauren and Tommy Hilfiger, which are designer luxury brands that also produce bags and accessories.

Additionally, Tapestry might also be competing with some of the big-name retailers in the US such as Nordstrom, Neiman and Marcus and Saks Fifth Avenue (which I read recently has filed for bankruptcy protection).

However, in international markets and in the luxury customer's mind, I think Tapestry and Coach compete with luxury names in leather goods such as Hermès, Louis Vuitton, Prada, Gucci, Ferragamo and Mulberry.

Why Tapestry Inc needs to build a corporate brand for itself

It should be apparent by now that Tapestry is up against some formidable brands in luxury goods, especially in leather goods such as handbags, etc. Furthermore, Tapestry Inc is itself a relatively new company, even though it was formed from Coach which dates back to 1941.

Therefore, Tapestry needs to tell luxury customers more about itself, what drives the company, and how it intends to shape America's luxury industry in the years to come. Of course, it has plenty of history and heritage to rely upon and it must leverage every bit of its storied past, but I think Tapestry Inc should also show the way forward with its vision and superb craftsmanship for America's luxury industry to advance ahead in the years to come.

How Tapestry Inc can build its corporate brand

The origin story:

Tapestry Inc of course has its origins in Coach which was founded in 1941 in New York. The Coach logo and icon which features a horse-drawn carriage speaks of the brand's heritage and of travel. This is extremely important to remember as it can lead to expansion of the business into new areas, as I shall illustrate later in this document.

Next, the date 1941 holds some significance, although the Tapestry website doesn't talk about it. It immediately brought to mind the Second World War, and I wondered why in the midst of WWII would someone want to start a leather bags company, even if America only joined the war effort later. Surely, there is some backstory to 1941 and what life in New York was like then. If Tapestry Inc can go back to its history and archives and find more information about the company's origins in NYC and life at the time, it would help immensely.

Did people in New York travel in horse-drawn coaches even in 1941? Who were these people who needed and bought Coach handbags at the time?

The product craftsmanship story:

Next, the Tapestry Inc corporate brand has also to rely on the craftsmanship of its artisans and leather workers, the quality of leather, the tanneries, etc. There must be plenty of information available on these aspects as well in the company's archives and these will help craft a product quality story for Tapestry Inc.

Even more important would be to put together a product creation guide for Tapestry and Coach: a set of rules/guidelines that define a Coach handbag, without which it just wouldn't pass muster. In short, what makes a Coach handbag, Coach.

The vision and values story:

Every company is known by its vision and the values that helped to shape and grow its business. How does Tapestry keep the original vision of its founders intact, fresh and relevant in today's world?

How the company hires and treats its employees, and its vendors and suppliers as well as retailers and buyers are all extremely important for a luxury brand. So is the focus on excellence and product quality. Does Tapestry have differentiators built into the company's work culture and how do these help it create superior products?

A vision for the future:

Finally, Tapestry must articulate a vision for the future of luxury in America that also resonates with luxury customers around the world. In a world increasingly driven by technology, what value can craftsmanship, old-fashioned attention to detail, luxury and exclusivity offer to the luxury customer?

Target audience for Tapestry Inc and Coach

I think the various target audiences that Tapestry Inc and the Coach brand must address are extremely important for its business.

At the outset, let me say as an advertising professional that I don't think it makes sense for Tapestry or Coach to be chasing Gen Z customers, even if they might be bringing in greater sales growth right now. I don't see the reason for pursuing Gen Z customers as these are not the customers who have a well-developed appreciation for luxury goods, nor do they have the kind of incomes and spending power that the older generations of core Coach customers have.

Besides, if Tapestry and Coach were to pursue Gen Z customers, they would be forced to change their merchandise to lower-priced materials and bags, which is already apparent in the Coach range made in canvas, denim and other such materials that I see on the website. This would lead to general degradation of product quality over time.

This is a dangerous strategy to pursue and I suspect that this is unprofessional PR agency idiot bosses from India trying to meddle in advertising and marketing, which they know nothing about.

Instead, the target audience that I recommend for Tapestry the company are the following:

Customers: The main target audience for Tapestry Inc and Coach are customers who would buy their products in America and around the world. These would be wealthy and well-travelled men and women who wear luxury clothing, fly business and first class on their travels and carry luxury handbags and accessories with them wherever they may go. They appreciate the finer things in life and would usually not settle for anything less. Therefore, we can safely assume that the target customers for Tapestry Inc and Coach are those who also buy and use Hermès and Louis Vuitton bags, among others.

Opinion-leaders: Before anyone thinks I am referring to "Gen Z influencers" in the social media sense that every brand seems to want to chase these days, let me clarify that what I mean by opinion-leaders are those who lead and shape serious opinion in the fashion and luxury goods industry.

These people are invariably cultural critics, writers, fashion magazine editors a la Anna Wintour, cinema directors, musicians, etc. who help shape popular and high-culture and therefore the environment in which luxury gets consumed. Make no mistake: luxury consumption is very much a matter of culture.

An important audience for a company like Tapestry Inc and for Coach, and nowhere more so than in New York.

Investors and bankers: Finally, of course, the financial community that will invest in and lend to Tapestry Inc to help expand its business and grow in the years ahead. They will be convinced more by the financial performance of the company, but they would also be influenced by future plans that Tapestry Inc has to compete better with its rivals, to build the future of American luxury, and to expand its product portfolio and markets.

Strengths of Tapestry Inc and Coach



In the absence of more detailed information and facts, I am putting down what I think are the company's strengths based on what I read on the website, and a few suggestions of my own to help Tapestry differentiate itself better.

- The company's history and heritage (more facts needed as I have already written)
- The core values of the company that seem to hint at a multicultural work environment and ethos
- Product quality, coming from the quality of leather and materials as well as tanneries and artisans
- The creativity and imagination of the product designers/creative director
- I think attention to customers' needs and preferences must feature as one of Tapestry's strengths
- Thoughtful product design that makes a beautiful handbag extremely functional and useful as well
- Product range for every type of need/application
- Excellent after-sales service and recycling/upcycling of products as well



In addition to these, I have a few suggestions on product range as well as design. With a brand name like Coach and the coach icon, I think the company ought to consider expanding its product range to include several other items that are needed for travel:

- Not just handbags, clutch purses and wallets, but large capacious leather bags for office work and travel
- I think Tapestry should design and produce luxury luggage in leather for travel – I mean suitcases of all sizes and bags
- I think hats, cloaks, jackets and gloves would help to complete the picture
- Shoes and other accessories such as scarves, ties and cravats, but please no general clothing

This expansion of Tapestry Inc and Coach's product range helps to fulfill more travel-related needs of luxury customers, without losing focus on craftsmanship in luxury leather goods. Doing all these thoughtfully and with attention to detail would help to create the complete image of the Coach/Tapestry customer, in the likeness of the New York sophisticate.



And lastly, I recommend that Tapestry create luxury bags and travel accessories that incorporate design elements from other cultures, including native American Indian, as well as Middle-eastern, African and East-Asian in their product range. These can be subtle hints at other cultures, travel and luxury exotica, and can be introduced over time as separate collections as well. This would help reinforce Tapestry Inc.'s image as an American company that respects other cultures and traditions and is truly multicultural as a company.

Current perception of Tapestry Inc.

Tapestry Inc. is the New York-based maker of Coach luxury handbags that appeal to the young and trendy and is perhaps not for everyone, and not for me.

Desired perception of Tapestry Inc.

Tapestry Inc is the maker of Coach luxury handbags that understands travel needs of the elite, and is creative enough to combine eclecticism with New York sophistication.

Corporate brand positioning of Tapestry Inc.

Tapestry Inc is the luxury travel essentials maker that brings cultures together, a la New York.

Corporate brand benefit of Tapestry Inc.

Only Tapestry Inc understands different cultures well enough to bring them to the world of luxury travel accessories with New York sophistication.

Tone and manner

Tapestry Inc. with multiculturalism as its core value, must always endeavour to be:

- Appreciative of all cultures in its communication
- Represent the highest values in setting new standards for American luxury
- A relaxed American approach to luxury: not standoffish or taking themselves too seriously, but taking their product excellence and customers very seriously
- Intelligent, aware and witty

As you can see Tapestry Inc.'s journey from being a luxury bag-maker to the maker of luxury travel essentials has already begun. And with a corporate campaign aimed at the three audiences I have mentioned earlier, Tapestry Inc. can start to communicate its corporate brand positioning and all that it stands for in the world of American luxury.

Creative idea for the Tapestry corporate campaign

As I said at the start of this document, I intended this to coincide with America's 250th year as a modern and independent republic, and therefore this reflects in the campaign. America is also one of the three countries hosting the FIFA World Cup this year and it's one more chance to emphasise America's own multicultural roots as a nation as well as Tapestry Inc's corporate ethos.

The creative idea for the corporate campaign for Tapestry Inc. is to explore the many dimensions of the large and varied tapestry that America itself is, and to bring out the best of this in luxury travel goods that the company makes. It happens to be Tapestry's 85th anniversary year as well, and although I am not a designer or art director, I have created a small symbol to commemorate this occasion which also features in the campaign.



The corporate campaign uses TV and the print media, which can also be shared in social media to lead readers to the company's website. Ideally, the company website should also be rewritten to reflect Tapestry's new corporate brand positioning and how the company intends to set new standards for American luxury.

TV advert for Tapestry Inc.

Film opens on a fine day in New York City, perhaps on the street where Tapestry Inc has its headquarters. Camera tilts up to where the Tapestry office is and before we know it, we are inside the company's office.

(From ambient street sounds, music fades in. Something in Gershwin tradition, but with jazz, blues and even reggae woven into it.)

Camera walks through the office as POV and several employees smile and wave at camera, or look completely surprised by its presence in their office as if they weren't expecting it.

We sense a contemporary and modern organisation that is obviously in the business of design and creating luxury goods. We also clearly sense the multiculturalism of Tapestry in its employees who hail from different cultures and parts of the world, although they are all American.

It also happens to be the 4th of July and America's Independence Day, when Tapestry folks have kindly agreed to turn up at work for a party! For it's not any Independence Day, but the 250th one, marking an important anniversary, and we see celebratory banners, balloons and bunting strung up around the office.

We hear a brass band playing outside and from one of the office windows, we see a parade with band pass on the street below. Large crowds have gathered along the sidewalks to cheer and join in the celebration. The scene transforms into a richly embroidered tapestry.

As camera zooms in closer to the tapestry, we find that it is full of life. People in the tapestry notice us and smile as they make way for us to travel to a new scene somewhere else in America.

(Music changes mood and tempo every time we discover a new living tapestry.)

From here, we dissolve to several other vignettes of American life across the country, not just New York. All of it speaks of the multiculturalism of the US, wherever we go. Each time there is a large collection of people, be it at a FIFA World Cup match, or at an American airport, or inside a concert hall somewhere in an American city, the scene transforms into a different kind of tapestry. Always a living one, though.

MVO: If we ever needed a year to remind us what a large living tapestry we are, it is this.

America's 250th

and our 85th.

The advert ends back in NYC, with large crowds milling around Times Square or at Central Park, and this too turns into a large tapestry with the Tapestry company's logo appearing on screen along with the corporate strapline.

Tapestry Inc (logo)

Crafting American luxury together

Corporate campaign for Tapestry in the print medium

Print advert #1:

Headline: In America's 250th year, a celebration of multitudes.

Body Copy:

Make that a double celebration. Because it is our 85th year as well at Tapestry Inc.

We couldn't be prouder of being American and New Yorkers since our company was born in this country in 1941 in New York city. That was

when entrepreneur couple Lillian and Miles Kahn founded the company Coach along with six artisans. It was destined to be the Original American House of Leather, and its appeal is now global.

Through our 85-year journey, we realise that our success is due to our employees, artisans and designers as much as the best quality leather and craftsmanship skills. Our people come from different parts of the world and bring their own sensibilities and sense of aesthetic to Coach and to Tapestry Inc. and we celebrate this every day.

Tapestry Inc, New York and America. Each is a tapestry of myriad skills, workmanship, dedication and imagination that has propelled the country forward. We respect diversity of cultures, backgrounds and talents and bring the best of all in creating Coach and Kate Spade our two iconic luxury brands.

Through Coach and Kate Spade, Tapestry Inc has created a world of luxury and travel-related leather accessories that reflect the best of American luxury and New York sophistication.

And we hope to inspire customers here and around the world with our eclecticism and luxury design for many years to come.

For we embrace multitudes just as America does.

Tapestry Inc (logo)

Crafting American luxury together

Print advert #2

Headline: As America hosts the 2026 FIFA World Cup, a little reminder of who we are.

Body Copy:

What an occasion it is! To be able to host the world in America's 250th year in playing what is known around the world as the "Beautiful Game".

It's our 85th year as well at Tapestry Inc. And we couldn't be prouder of being American and New Yorkers since our company was born in this country in 1941 in New York city. That was when entrepreneur couple Lillian and Miles Kahn founded the company Coach along with six artisans. It was destined to be the Original American House of Leather, and its appeal is now global.

Through our 85-year journey, we realise that our success is due to our employees, artisans and designers as much as the best quality leather

and craftsmanship skills. Our people come from different parts of the world and bring their own sensibilities and sense of aesthetic to Coach and to Tapestry Inc. and we celebrate this every day.

Tapestry Inc, New York and America. Each is a tapestry of myriad skills, workmanship, dedication and imagination that has propelled the country forward. We respect diversity of cultures, backgrounds and talents and bring the best of all in creating Coach and Kate Spade our two iconic luxury brands.

Through Coach and Kate Spade, Tapestry Inc has created a world of luxury and travel-related leather accessories that reflect the best of American luxury and New York sophistication.

And we hope to inspire customers here and around the world with our eclecticism and luxury design for many years to come.

For we embrace cultural diversity, just as New York city and America do. As for the FIFA tournament, may the best team win!

Tapestry Inc (logo)

Crafting American luxury together

Print advert #3:

Headline: It takes creators and connoisseurs to raise the level of luxury.

Body Copy:

After 85 years of being in the business of creating luxury bags and travel accessories in America, we should know.

We couldn't be prouder of being American and New Yorkers since our company was born in this country in 1941 in New York city. That was when entrepreneur couple Lillian and Miles Kahn founded the company Coach along with six artisans. It was destined to be the Original American House of Leather, and its appeal is now global.

Through our 85-year journey, we realise that our success is due to our employees, artisans and designers as much as the best quality leather and craftsmanship skills. Our people come from different parts of the world and bring their own sensibilities and sense of aesthetic to Coach and to Tapestry Inc. and we celebrate this every day.

Tapestry Inc, New York and America. Each is a tapestry of not merely highly skilled talent, but equally of discerning consumers who have helped

take luxury in this country to new heights. Through Coach and Kate Spade, Tapestry Inc has created a world of luxury and travel-related leather accessories that reflect the best of American luxury and New York sophistication.

And we hope to inspire customers here and around the world with our eclecticism and luxury design for many years to come.

For we inspire creators as well as connoisseurs, just as New York city and America do. With your appreciation, American luxury will go places.

Tapestry Inc (logo)

Crafting American luxury together

Tapestry corporate sponsorships

In addition to advertising and brand communications, Tapestry ought to also consider corporate sponsorships that help to build and reinforce its brand positioning as a company that makes luxury leather goods.

It would help if the sponsorship is specific to New York, as this is where the company is based and has strong ties with. Equally, Tapestry needs to sponsor a field of human endeavour that is international and establishes the company's international credentials.

I notice from Coach's website that the brand is associating strongly with women's basketball and of course, basketball is said to be New York's favourite sport.

- I think that Tapestry should be sponsoring something that helps build American luxury over the long term, and therefore I recommend that the company sponsor an annual scholarship and course in luxury leather fashion design at New York's Parsons School of Design.
- In addition, Tapestry could sponsor and encourage the growth of new artisans and craftspeople who work with leather as this would also be of great help to the industry and contribute to the growth of luxury leather goods in America over the long term.
- In the performing arts, Tapestry could sponsor an American ballet company or music orchestra on an international tour as this brings together many people's skills and contributions to creating a single work of art. Just as Tapestry does.



Brand strategy for Coach

Coach is Tapestry's flagship brand of luxury handbags, and leather accessories besides clothing and footwear as well. In fact, the company started out in 1941 as Coach and so there is a strong brand connection between Coach and the company, Tapestry.

Competition for Coach

The competitors against whom Coach would be fighting for market share and for a share of customers' wallets are the same as what I had mentioned for Tapestry earlier in the document.

The closest competitor would be its own sister-brand, Kate Spade and also Mulberry, as these brands' products tend to be priced around the same range. Therefore, it is important that Coach create differentiation between itself and Kate Spade as also with other competitors.

In luxury brand image terms, Coach would also be competing with Hermès, Louis Vuitton, Prada and Gucci, as these brands epitomize uber-luxury and set the standards for the luxury leather goods industry.

Target audience

The target audience for Coach handbags and leather accessories would be wealthy individuals who are busy professionals, spend a lot of time out of home at office, socializing, shopping and travelling. They would be luxury consumers, but perhaps not necessarily from the wealthy 1% of population in most advanced and developed economies.

In this sense, it would be fair to expect that Coach customers aren't always dressed in luxury brands from head to toe, nor are they all luxury travellers staying only at deluxe five and seven-star hotels and resorts all the time. More likely, they are a couple of rungs below, affluent and certainly successful individuals in their careers, living the good life and appreciating the finer things of life.

They would own several luxury or premium brands in apparel, footwear, accessories and luxury handbags and wear or use them occasionally. They perhaps fly business class on work because their company picks up the tab and they do enjoy a good company expense account for their travel and entertainment expenses.

They are not people who are called A-listers and the glitterati, but hardworking professionals who are enjoying the rewards of their success and who aspire to be discreet, responsible and conscientious luxury consumers.

They are not socialites, nor snobs, but people who are relaxed and easy-going about luxury consumption since it is not every day that they are consuming it.

Therefore, this audience should be attracted to a brand like Coach that is also relaxed about luxury and doesn't take itself too seriously.

Current perception of Coach

Coach is a New York brand of luxury handbags that are eclectic in design and beautifully crafted. A tad too trendy and young perhaps, for working professionals like me.

Desired perception of Coach

Coach is a New York brand of luxury handbags that are eclectic and beautifully crafted. Coach is luxury I am comfortable with and it goes everywhere with me.

Brand positioning for Coach

Coach New York makes luxury leather goods that the successful take on their travels.

Brand benefit of Coach

Only Coach handbags and leather goods are luxuriously designed to suit the lives of busy and successful professionals.

Tone and manner

- Relaxed and easy-going approach to luxury
- Intelligent and witty
- New York sophistication

Creative strategy for Coach

Advertising and brand communications ought to build and strengthen the Coach brand of leather luxury goods by making it a part of the target audience's life. Communication can and will do this by using the brand's New York character, by which I mean a certain contemporaneity and informality even while projecting sophistication.

Next, advertising will make Coach handbags – the main product line – something to see and talk about, through hinting at the owner's lifestyle

and personality. Over time, it will build a deeper attachment and connection between Coach customers and their bags.

The approach in communication will be to project the contemporary, playful and witty dimensions of the Coach brand, even as serious luxury is being sold. It all depends on striking the right balance between playfulness and wit on the one hand and luxury on the other.

I think that Coach should also emphasise its New York origins in its logo, and I have incorporated it, along with the strapline, "Go places".



Creative idea

We will demonstrate how well Coach understands its customers, by using slight hyperbole to show how much objects in their lives wish to be inside a Coach bag.

This idea is executed differently in the TV advert and in the print and digital medium.

TV advert for Coach:

Film opens on a woman in her thirties, at home in the morning, getting ready to go to office. She is obviously rushed for time and is scurrying about her apartment.

Between a toaster popping and her drinking a cup of coffee, she also rushes to the wardrobe to select a jacket and a scarf for office.

We see her Coach bag lying on the bed, with several things scattered around it.

(Music fades in and plays throughout. A piano melody that accentuates the dramatic moments and heightens the mystery when required)

She grabs her coat and before she can even turn to the bag, it starts attracting various objects towards itself. All the things she needs for her day at work magically pack themselves into her Coach bag. This, as she is still busy applying a final touch of lipstick in front of her dresser.

We then see quick dissolves of her handbag being carried around during the day... out of a taxi and also into a meeting, where it is hung around the arm of her chair.

As you'd expect, the bag goes wherever she goes.

Dissolve to her finishing work at the end of the day in office. She shuts down her computer and collects a few papers and files, when her belongings once again start going into her Coach handbag on their own. She smiles to herself, switches off her office cabin light and leaves.

Dissolve to her at a florist's shop downstairs outside her office, where she stops to buy some flowers for home. She has just paid for the flowers and tucked them into her bag, when she sees a lady acquaintance or colleague.

They get talking, and all the while, the flower bouquet keeps trying to get out of the bag, or rather the Coach handbag is nudging the owner.

It dawns on the lady that she ought to give her friend the flowers, and so she takes them out of her bag and presents them to her friend.

Super 1: It's finally out of the bag.

The lady hails a taxi, clutching at her Coach handbag with another bunch of flowers she has bought herself.

Super 2: There's no companion like Coach.

We zoom out into a typical evening scene of New York city, as the taxi drives away into the distance. Rush hour traffic and people pouring out into sidewalks on their way home.

Against this slightly out of focus shot of the city at dusk, the Coach logo appears on the screen with strapline.

Sign off: Coach New York

Go places

There are various extensions of this idea possible as follow-ups and for the next many years as well. In other executions, perhaps the Coach handbag or luggage packs itself for a long journey, or it helps the owner on a special dinner date. The Coach bag can also accompany someone shopping or attending a birthday party, etc.

Each time, the idea must communicate how well Coach bags understand their owners as to be able to pack themselves on their own and even surprise their owners on occasion.

Print campaign for Coach

In the print campaign, which can also be extended to the digital medium, we execute the idea as Coach-spotting. Where Coach owners are named according to what they carry in their Coach handbags.

In the print campaign the Coach C in metallic gold which appears on Coach bags plays a prominent role, as the first letter of names invented for Coach owners.

The campaign invites readers to go Coach-spotting and can also be a customer-engagement tool with the digital campaign.

Print advert#1:

Headline: Careerist!

Subhead: Have you gone Coach-spotting lately?

Body copy:

Coach customers have earned themselves names from careerist to convivialist, thanks to what they carry around in their handbags. Try Coach-spotting and see how much fun it is.

Coach New York (logo)

Go places

Print advert #2:

Headline: Colorist!

Subhead: Looks like someone is Coach-spotting!

Body copy:

Coach customers have earned themselves names from careerist to convivialist, thanks to what they carry around in their handbags. Try Coach-spotting and see how much fun it is.

Coach New York (logo)

Go places

Print advert #3:

Headline: Cool Operator!

Subhead: Tried Coach-spotting lately?

Body Copy:

Coach customers have earned themselves names from careerist to convivialist, thanks to what they carry around in their handbags. Try Coach-spotting and see how much fun it is.

Coach New York (logo)

Go places

Print advert #4:

Headline: Culture-vulture!

Subhead: Have you ever gone Coach-spotting?

Body copy:

Coach customers have earned themselves names from careerist to convivialist, thanks to what they carry around in their handbags. Try Coach-spotting and see how much fun it is.

Coach New York (logo)

Go places

Print advert #5:

Headline: Calculus!

Subhead: Haven't you gone Coach-spotting yet?

Body copy:

Coach customers have earned themselves names from careerist to convivialist, thanks to what they carry around in their handbags. Try Coach-spotting and see how much fun it is.

Coach New York (logo)

Go places

Print advert #6

Headline: Convivialist!

Subhead: Still haven't tried Coach-spotting?

Body copy:

Coach customers have earned themselves names from careerist to convivialist, thanks to what they carry around in their handbags. Try Coach-spotting and see how much fun it is.

Coach New York (logo)

Go places

Print advert #7:

Headline: Cosmopolitan!

Subhead: Look who's Coach-spotting!

Body Copy:

Coach customers have earned themselves names from careerist to convivialist, thanks to what they carry around in their handbags. Try Coach-spotting and see how much fun it is.

Coach New York (logo)

Go places

I am not a designer nor an art director, but I have designed the layouts for this advertising campaign in double-spread magazine/half-page newspaper, single page magazine adverts and adapted it to digital adverts as well with a little animation, as can be seen separately with my blog post.

Coach customer loyalty programme

As a luxury brand Coach ought to have a customer loyalty or rewards programme that makes customers feel part of an elite and valued circle of people.

Alternatively, it is possible that the company opts for a common rewards programme across both Coach and Kate Spade brands. Except that the two brands ought to be differentiated such that most customers of one brand are unlikely to be buyers of the other. Therefore, it is advisable that the two brands' customer loyalty programmes are kept separate.

Besides, a brand like Coach might expand into other leather luxury travel products such as luggage, hats, coats, etc. as I have indeed recommended. And this could lead to Coach also tying up with other travel-related companies to help customers redeem their rewards points at these other companies' outlets as well.

The Coach customer loyalty programme would lead to regular communication with customers through direct response marketing and this would help strengthen the relationship with customers.

To conclude

- Tapestry must start to build its corporate brand and lead the growth of American luxury in leather goods
- Tapestry should take up a couple of meaningful and long-term sponsorships that will advance the growth of American luxury in leather
- Its flagship brand, Coach, needs to build stronger connections with customers through communication that keeps the brand contemporary, relevant and meaningful in the luxury context
- Coach must expand its product range to include leather luggage, coats, hats, gloves, shoes etc. and strongly cue luxury leather travel wear
- Coach must build a customer loyalty programme to strengthen its relationship with customers and also try and partner with other travel-related companies to offer customers rewards
- Important to differentiate Coach from Kate Spade, even though I haven't worked on Kate Spade in this document

I wish Tapestry and Coach the very best on the occasion of America's 250th year in 2026. Happy 85th to the company as well!



This brand strategy and ideas document and the ideas it contains have been conceptualised and written by Geeta Sundaram, advertising professional and blogger at www.peripateticperch.com who can be reached at geetasundaram08@gmail.com and via <https://www.linkedin.com/in/geeta-sundaram-aka-wise-owl/>