

nothing inside
but full-grain leather

scratches are not
covered over with paint-
interesting

nice detailing-
even the pocket
is bound in leather

small even stitches-
an expert did that

this scar
healed nicely

Coach brand
stamped into leather

stretch marks
and fat wrinkles

skilled workers
come to this
great city from
all over the world



The inside story of a Coach bag™

the COACH™ originals

Too Good To Leave In The Archives

Fall 2019

A Very Coach Story

Once upon a time, in New York City, not so long ago, Coach was founded in a Manhattan loft by six artisans with a dream to make beautiful, well-made leathersgoods in the finest leathers. Founder Miles Cahn named this company "Coach" after the horse-drawn carriages he saw on the streets of New York. (Leathercraft, of course, owes a great deal to horses and horse-things...). It has been America's Original House of Leather since 1941.

Coach then went on to be very busy, producing handsome leathersgoods for busy businessmen all over the city. One day, Cahn's wife Lillian turned to him and said, "Miles, I need a new bag. Why don't you make me one?" As luck would have it, Coach then hired sportswear designer Bonnie Cashin as its first creative director. With her visionary eye for color and

form (her visionary vision, put simply), Bonnie revolutionized the women's leathersgoods industry with her bright, colorful bags in the finest leathers and her belief that "design must be for living."



Miles Cahn and Bonnie Cashin in the workshop. They shared a love of beautiful, functional pieces that made people feel good.

Bonnie's collections were a hit in New York City and beyond, and Coach has continued to grow and grow ever since—always with her visionary vision in mind.

And the rest, as they say, is history. 

RESTORED

Vintage Coach bags,
lovingly restored.

Icons never go out of style. They can, however, use a bit of love from time to time. That's why we went to work with our long-time collaborator Debi L. Hopper to restore some of the most-loved Coach bags of all time. The Duffle. The Dinky. The Courier. The aptly-named Barrel (it's wonderfully round). Some are even decorated with vintage patches and pins sourced from our favorite thrift and

antique shops across the U.S.A. They are all made in the Coach tradition—and to last. Get yours at the Coach Originals Pop-Up at our store at Madison Avenue, and pick up one of our Coach Leather Care sets to keep yours looking beautiful over time. As we always say: Love your leather, and it will love you forever. 

*Visit the Coach Originals
Pop-Up at 595 Madison Avenue.*

*The very first Coach store opened its doors on
Madison Avenue in 1981. Coincidence? Absolutely.*



REMIXED

One-of-a-kind bags,
remixed and reconstructed
from vintage Coach bags.

Dreamed up by the clever designers in our very own New York Workshop, these limited-edition bags were made from parts of our favorite archival silhouettes—a handle here, a kisslock there—creating a collection of delightful bags that will make you smile. In one case, our craftspeople combined many Coach bags in one, such as with the Triple Dinky, which is made of (can you guess?) three Dinkys sewn together. In another, we flipped our Duffle upside down to make the Upside Down Duffle. Because, well, why wouldn't you?

This very special collection also includes the Kisslock Duffle, the Dinky Satchel and the Satchel Pouch. Each one is unique and made, stitch by stitch, with love. Best of all, you can consider them “upcycled,” which means you will always feel good wearing them.

To own one of these unique creations, head to the Coach Originals Pop-Up at our Madison Avenue store. (And PS... they truly *are* special. We only made twenty.) 



Our one-and-only New York Workshop is located at our headquarters, a block or two from where Coach was founded in 1941.



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.



REMADE

Coach bags from the archives,
reimagined for now.

There are a few things you should know about our Creative Director Stuart Vevers. One is that he loves a good road trip. It's how he explored America when he came to work for Coach in 2014. Another is that he loves American pop culture, especially film (his favorite, by the way, is *Working Girl*).

Finally, you should know that, when he became Creative Director of Coach, Stuart made it his mission to take what has

always been wonderful about the house and reimagine it for today's clients. Since then, he has reintroduced many archival Coach silhouettes—the Dinky, the Duffle, the Saddle Bag, to name a few—reimagining them with a modern attitude that feels right for right now.

Today, we're reintroducing a new collection of these "remade" bags, all hand-picked by Stuart from our archives, and updated for now with modern leathers and details. Look for them on our Spring 2020 runway. Because some things are too good to leave in the archives. 

Buy Now, Wear Forever

Coach bags from the future
(Spring 2020, to be exact).

Just as soon as our Spring 2020 collection finishes walking the runway, you can get a few of our favorite hand-picked bags on Coach.com and at the Coach Originals Pop-Up at 595 Madison Avenue.

Watch the show on Tuesday, September 10 at 5 pm, and then shop (like the savvy shopper you are...). Coachies, assemble! 



The runway: always a proud moment for our bags.



Coach Create

You create it. We craft it.

Sometimes it's nice to get a little personal. The Coach Originals collection of vintage and new, archive-inspired bags can be personalized by you. Stop by our Pop-Up at our 595 Madison Avenue store to purchase and personalize the bags with vintage patches and pins sourced from our travels. 

*Visit the Coach Originals
Pop-Up at 595 Madison Avenue.*

Coach Rented

Rent-a-Coach...doesn't everybody?

For the next big happening, or just because. Rent a "restored" vintage Coach bag for four or seven days through the Coach Originals Pop-Up at our Madison Avenue store. Go ahead: try something new, have some fun. The planet will thank you. Is there anything chicer than doing your part?

And if you end up falling head over heels for your rented Coach, you can keep it forever—with the original rental fee subtracted from the price. 

Free Lifetime Leather Care

Love your leather and
it will love you forever.

A little TLC goes a long way. Keep your bag looking its best over time with our leather care services offered at every Coach store. Bring your bag to us and our craftspeople will clean and restore it—for free, for life. (An appointment is recommended). 

This is a Coach Bag
It is easy to recognize
Hold it in your hands
Feel the leather*
That's all



Style #0020
One of 48 original
designs selling
from \$36 to \$75

COACH
LEATHERWARE