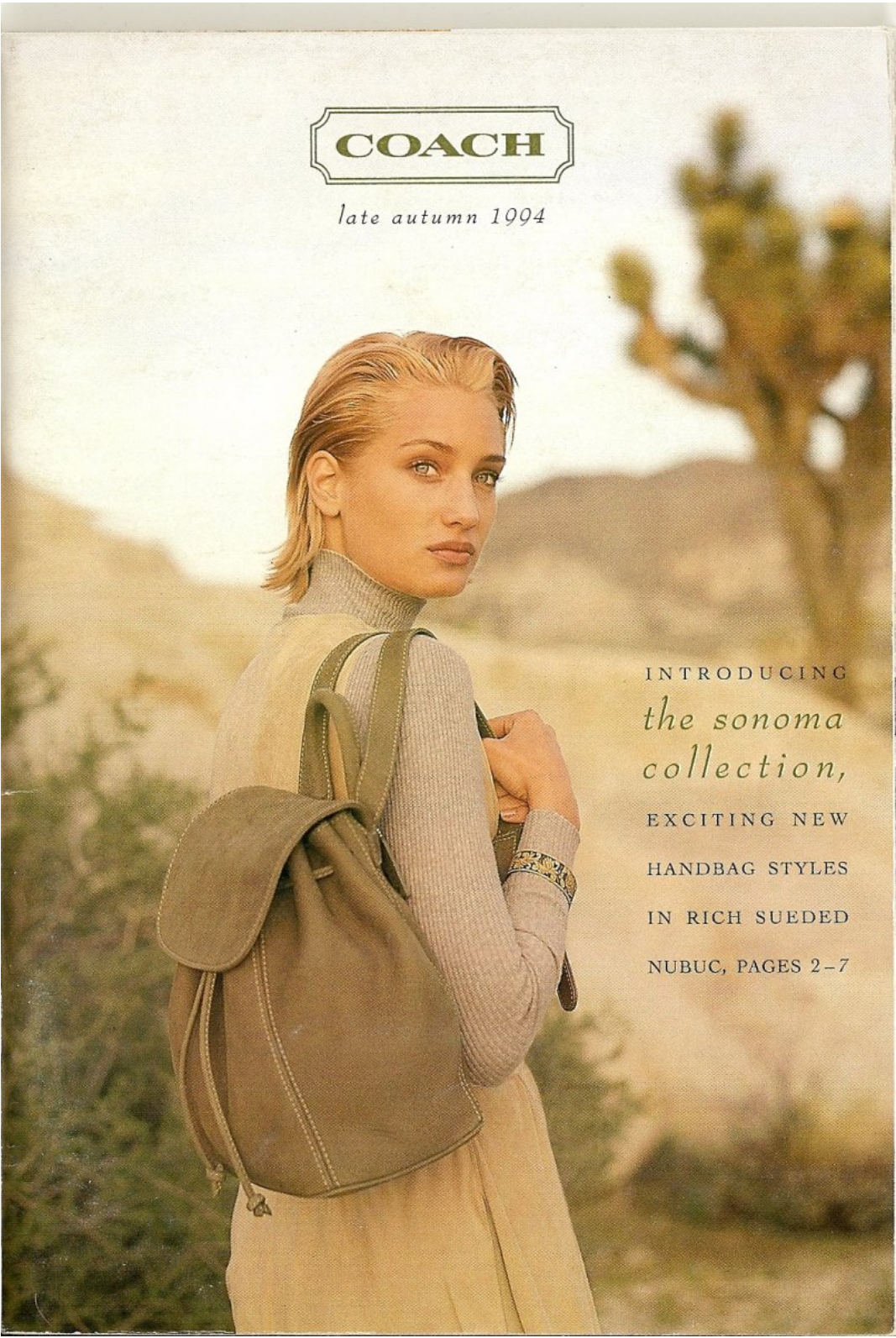
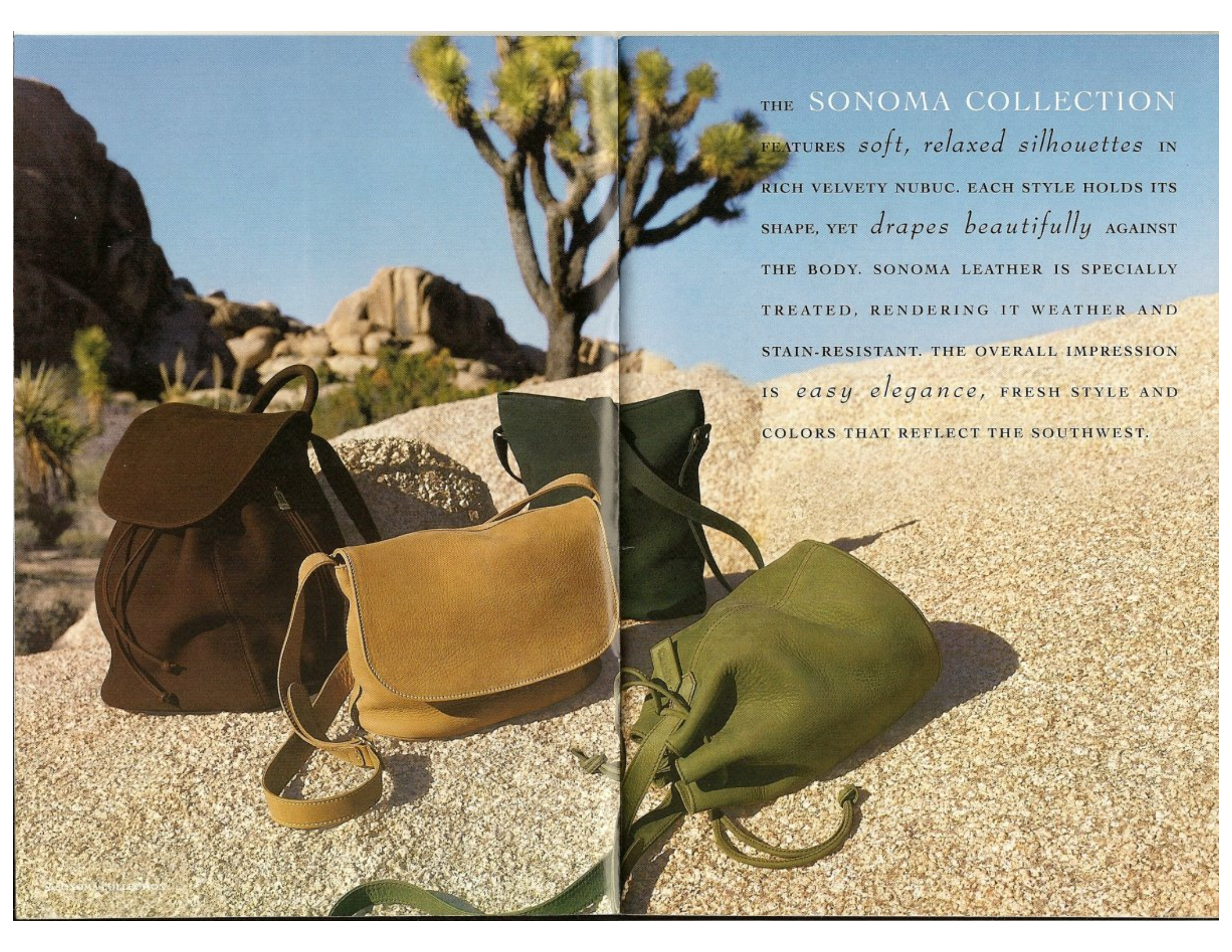


A woman with blonde hair, wearing a grey turtleneck sweater and a light-colored skirt, is shown from the waist up. She is carrying a large, olive-green suede backpack with a flap. She is looking back over her shoulder towards the camera. The background is a desert landscape with a Joshua tree and mountains under a hazy sky.

COACH

late autumn 1994

INTRODUCING
*the sonoma
collection,*
EXCITING NEW
HANDBAG STYLES
IN RICH SUEDED
NUBUC, PAGES 2-7



THE SONOMA COLLECTION
FEATURES *soft, relaxed silhouettes* IN
RICH VELVETY NUBUC. EACH STYLE HOLDS ITS
SHAPE, YET *drapes beautifully* AGAINST
THE BODY. SONOMA LEATHER IS SPECIALLY
TREATED, RENDERING IT WEATHER AND
STAIN-RESISTANT. THE OVERALL IMPRESSION
IS *easy elegance*, FRESH STYLE AND
COLORS THAT REFLECT THE SOUTHWEST.

A. new SMALL BACKPACK

No. 4938 \$280 *Comfortable shape and size.* Weather-resistant nubuc. Drawstring closure under leather-lined flap. Inside zipper pocket. Stain-resistant fabric lining. Reinforced bottom. Adjustable shoulder straps. Convenient carrying handle on top. 13" x 11" x 6" Bramble shown. Chamois, Sage, Sand, Spruce.

new BACKPACK

No. 4934 \$360 (Pictured on page 2.) Same features as Small Backpack, plus additional outside pocket with solid brass logo zipper pull. 14" x 12½" x 8" Bramble, Spruce.



A



B

C

B. new SMALL DRAWSTRING No. 4931 \$198 *Softly draped nubuc.* Weather-resistant nubuc. Drawstring closure. Inside zipper pocket. Stain-resistant fabric lining. Reinforced bottom. 43" Adjustable shoulder strap. 11¾" x 7½" x 7½" Sage shown. Bramble, Chamois, Sand, Spruce.

C. new MEDIUM DRAWSTRING No. 4930 \$254 *Less constructed, more relaxed.* Same features as Small Drawstring. 45" Adjustable shoulder strap. 15¾" x 9" x 9" Sand shown. Spruce.

new SUEDE BRUSH No. 1140 \$6 (Not shown.) Specially developed brush to refresh the surface of Coach sueded nubuc leather products. 3" x 1".

to order toll-free 1-800-223-8647 24 hours - 7 days



A. *new* FLAP BAG No. 4935 \$238 *Gently conforms to your body.* Weather-resistant nubuc. Full-length outside back pocket with solid brass logo zipper pull. Leather-lined flap with hidden magnetic snap closure. Inside zipper pocket. Stain-resistant fabric lining. Reinforced bottom. 46" Adjustable shoulder strap. 11¼" x 8½" x 6¼" Bramble shown. Chamois, Sage, Sand, Spruce.

B. *new* SMALL BUCKET ZIP No. 4933 \$174 *Simple, soft and durable.* Weather-resistant nubuc. Top zipper closure with solid brass logo zipper pull. Inside zipper pocket. Stain-resistant fabric lining. Reinforced bottom. 47" Adjustable shoulder strap. 10¼" x 9" x 4¾" Chamois shown. Bramble, Sage, Sand, Spruce.

C. *new* MEDIUM BUCKET ZIP No. 4932 \$218 *Graceful lines, rich texture.* Same features as Small Bucket Zip. 43" Adjustable shoulder strap. 12¾" x 11¾" x 5¾" Spruce shown. Bramble, Chamois, Sage, Sand.

to order toll-free
1-800-223-8647
24 hours - 7 days





OUR NEW AMERICAN LEGACY SERIES

IS A *celebration of history* — OUR OWN AND

OUR CUSTOMERS'. IN OUR CASE, THE ENTIRE COLLECTION IS

INSPIRED BY ONE BAG, THE DUFFLE SAC, WHICH WE INTRODUCED

IN THE FALL OF 1973 AND HAVE OFFERED EVER SINCE. IN

THE CASE OF OUR CUSTOMERS, THESE BAGS DERIVE THEIR NAMES

FROM PEOPLE WHO SENT US WONDERFUL STORIES

ABOUT *their ancestors*. THIS FALL WE INTRODUCE

olive, THE COLOR OF THE SEASON.

A. new PATRICIA SCHNEIDER'S
LEGACY BAG No. 9951 \$258

Patricia's great grandfather Mathew Herman was an American hero who served three years as a Union Soldier in the Civil War. Full-length front pocket under flap. Center zip compartment with inside zipper pocket. Inside open back compartment. 50" Adjustable shoulder strap. 11½" x 10" x 4" Olive shown. Black, British Tan, Mahogany, Red.



AMERICAN LEGACY SERIES 0

A. THE SLING

No. 9929 \$222 *Modern interpretation of a classic. Drawstring closure. Inside zipper pocket. Adjustable shoulder sling strap with shoulder pad. 10" x 14½" x 7½"* British Tan, Navy and Mahogany shown. Black, Bottle Green, Olive, Red.

A



B

B. new JANICE RICCARDI-DISANTO'S LEGACY BAG No. 9950 \$174 *Janice's grandparents Salvatore and Carletta Riccardi survived the Depression while raising a family of six, never losing their faith in family and community. Top zipper closure. Inside open pocket. 52"* Adjustable shoulder strap. 9½" x 10" x 4" Mahogany shown. Black, British Tan, Olive, Red.

C. DUFFLE SAC No. 9085 \$228 *A Coach design legacy. Top zipper closure. Inside open pocket. 36"* Adjustable shoulder strap. 10½" x 13" x 9" Navy shown. Black, Bottle Green, British Tan, Mahogany, Olive, Red.



C

REFER TO PAGE 33 FOR
THE COACH COLOR PALETTE
AND NEW OLIVE



**A. *new* FAITH OLIVER
LEGRONE'S LEGACY BAG**

No. 9949 \$198 *Faith's great, great, great grandfather George Oliver settled in Tennessee in the 1700's. Today, Faith's family still lives on his original farm.* Hidden magnetic snap closure. Inside open pocket. 52" Adjustable shoulder strap. 9" x 11" x 4" Olive shown. Black, British Tan, Mahogany, Red.

*to order toll-free
1-800-223-8647
24 hours - 7 days*



A



B

**B. *new* HELEN BERG'S
LEGACY BAG No. 9953 \$198** *Helen's parents Rudolph and Helena Duracka came to America in the 1920's. Their names are inscribed on the Immigrant Wall of Honor at Ellis Island.* Top zipper closure. Inside open pocket. 50" Adjustable shoulder strap. 9" x 12" x 7" British Tan shown. Black, Mahogany, Navy, Olive, Red.

**C. *new* LULA SMITH'S
LEGACY BAG No. 9952 \$228** *Lula's grandfather Fred E. Johnson was born in the late 1800's. His memory lives on in Alabama where he helped build the Bankhead Tunnel.* Drawstring closure. Inside open pocket. 55" Adjustable shoulder strap. 9 1/2" x 11" x 5 1/2" Olive shown. Black, British Tan, Mahogany, Red.



C

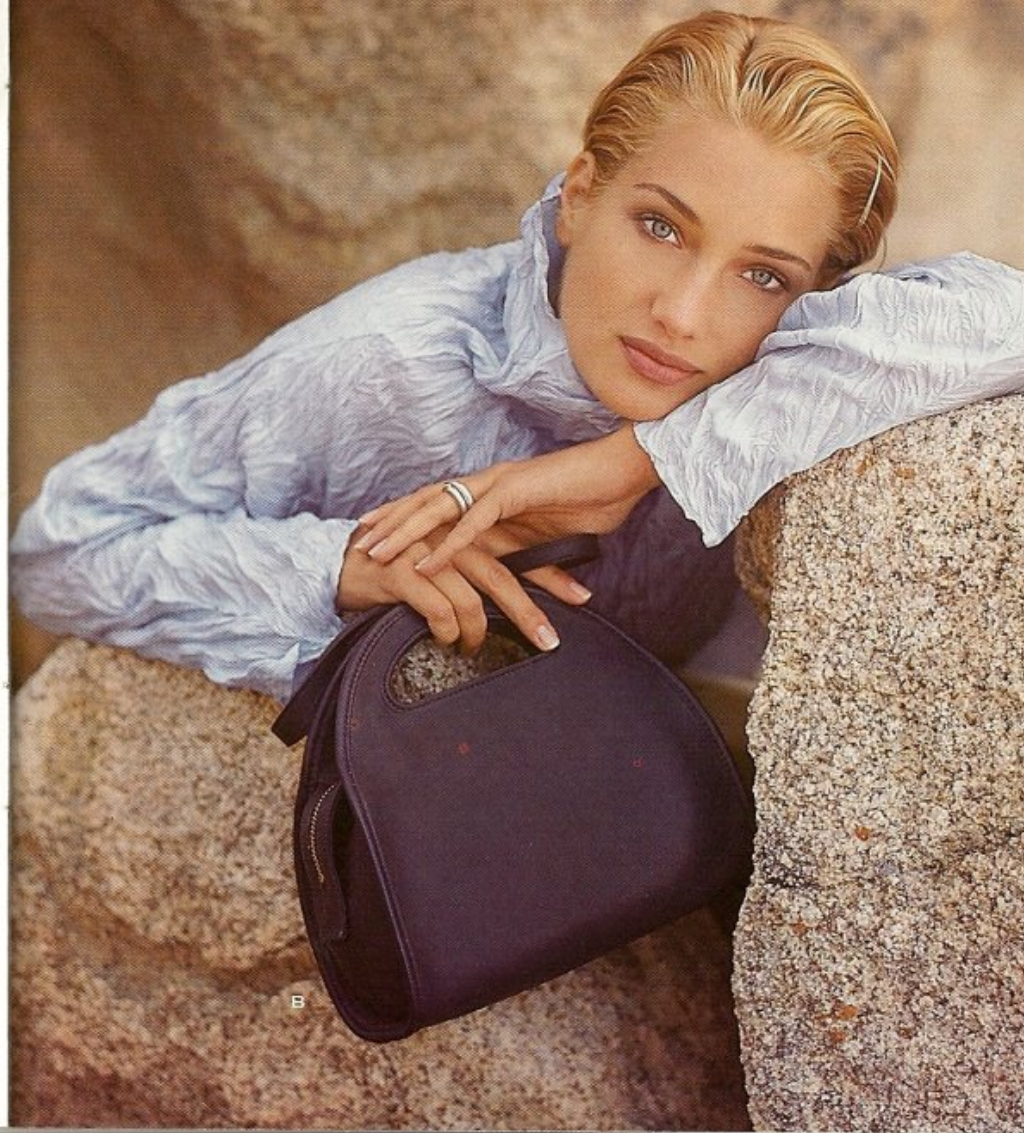


CLASSIC COLLECTION

Each piece in the Classic Collection is an artful blend of past and present—our interpretation of traditional forms combined with rich and beautiful colors. This season, our new Olive bags are a particular favorite. They look wonderful, they work with virtually everything, and like all Classic pieces, they acquire a rich patina over time.

A. CASEY BAG No. 9925 \$122 *Everyday elegance.* Hidden magnetic snap closure. Full-length outside back pocket. Inside zipper pocket. Leather-lined flap. 52" Tubular shoulder strap. 7 1/2" x 6 1/2" x 3" Olive, British Tan and Navy shown. Black, Bone, Bottle Green, Mahogany, Red.

B. *new* CAROUSEL BAG No. 9942 \$198 *Our only "cut out handle."* Extended top zipper pocket. Inside open pocket. Double cut out handles. 48" Adjustable shoulder strap detaches. 9 1/2" x 8 1/4" x 4 1/2" Navy shown. Black, Bottle Green, British Tan, Red.



A. CHESTER BAG

No. 9901 \$162 *Perfect size, fun shape.* Full-length outside front pocket. Full-length inside zipper pocket. 48" Adjustable shoulder strap. 9" x 7 1/2" x 3" British Tan shown. Black, Bone, Bottle Green, Mahogany, Navy, Red.



B. WILLIS BAG No. 9927 \$246 *For work, for weekends.* Brass turnlock closure. Full-length outside back pocket. Full-length front pocket under flap. Full-length inside zipper pocket. 48" Adjustable shoulder strap detaches. 10 1/2" x 9" x 3" Olive shown. Black, Bottle Green, British Tan, Mahogany, Navy, Red.

C. MURPHY BAG No. 9930 \$182 *Sporty and compact.* Brass turnlock closure. Full-length outside back pocket. Full-length front pocket under flap. Full-length inside zipper pocket. 46" Adjustable shoulder strap. 7" x 9 1/2" x 3" British Tan shown. Black, Bottle Green, Mahogany, Navy, Olive, Red.

D. CHANGE PURSE No. 7155 \$42 *Leather-lined.* 4 1/4" x 3" British Tan shown. Black.

REFER TO PAGE 33 FOR THE COACH COLOR PALETTE AND NEW OLIVE



A. new PELHAM ZIP

No. 9958 \$260 *A refined classic.*
Top zipper closure. Inside open pocket. Double leather handles. 13" x 9" x 5" Black shown. Bone, Bottle Green, British Tan, Mahogany, Navy, Red.

B. new PETITE PELHAM ZIP

No. 9959 \$220 *Graceful shape.*
Top zipper closure. Inside open pocket. Double leather handles. 10" x 7½" x 3½" Bottle Green shown. Black, Bone, British Tan, Mahogany, Navy, Red.



TAILORED CLASSICS *for everyday*

C. new BELLACOURT BAG

No. 9957 \$198 *Modern-day simplicity.* Brass turnlock closure. Leather-lined flap. Full-length open back pocket. Inside zipper pocket. Contoured leather handle. 48" Adjustable shoulder strap detaches. 8½" x 7" x 3" Navy shown. Black, Bone, Bottle Green, British Tan, Mahogany, Red.

D. new COLEBROOKE CASE

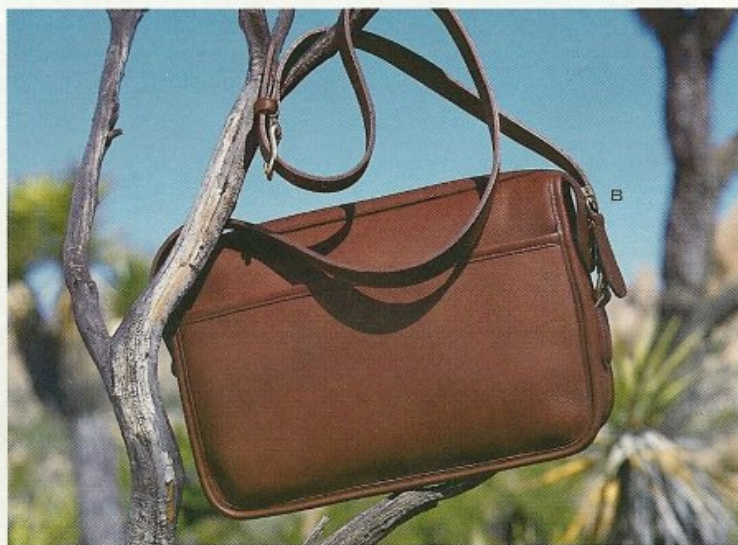
No. 5181 \$294 *Letter-size briefcase.* Full-length open back pocket. Full-length gusseted front pocket under flap. Inside zipper pocket. Top leather handle. 45" Adjustable shoulder strap with shoulder pad detaches. 13½" x 11" x 3" British Tan shown. Black, Bottle Green, Mahogany, Red.





A. MITCHELL ZIP No. 9938 \$142 *A contemporary classic.* Top zipper closure. Full-length inside open pocket. 50" Adjustable shoulder strap with two buckles. 11" x 6½" x 2¼" Navy shown. Black, Bone, Bottle Green, British Tan, Mahogany, Red.

B. CARSON ZIP No. 9939 \$198 *Classic organization.* Extended top zipper closure. Full-length outside open front and open back pockets. Full-length inside zipper pocket. 48" Adjustable shoulder strap. 11" x 6¼" x 3½" Bordeaux shown. Black, Bone, Bottle Green, British Tan, Mahogany, Navy.



C. CANTERBURY BAG No. 9948 \$216 *Inspired by a binocular bag.* Brass turnlock closure. Leather-lined flap. Inside zipper pocket. 48" Adjustable shoulder strap. 11" x 7½" x 4" Olive shown. Black, Bone, Bottle Green, British Tan, Navy.

D. TAYLOR ZIP No. 9944 \$166 *Well tailored and functional.* Top zipper closure. Full-length open front pocket. Full-length inside zipper pocket. 48" Adjustable shoulder strap. 11" x 6¼" x 2¼" Bordeaux shown. Black, Bone, Bottle Green, British Tan, Mahogany, Navy, Olive, Red.



A. STATION BAG

No. 5150 \$204 *A Coach favorite.* Brass turnlock closure. Full-length gusseted front pocket under flap. Full-length inside open pocket. 44" Detachable shoulder strap. 9" x 9" x 2 1/2" Mahogany shown. Black, Bottle Green, British Tan, Navy, Olive, Red.

B. VISTA BAG

No. 9947 \$220 *Geometry, refined.* Magnetic snap closure. Full-length open back pocket. Full-length open front pocket under leather-lined flap. Full-length inside zipper pocket. 48" Adjustable shoulder strap. 11" x 7 1/4" x 3 1/4" Mahogany shown. Black, Bone, Bottle Green, British Tan, Navy, Red.



C. COURT BAG

No. 9870 \$220 *Tailored grace.* Brass turnlock closure. Full-length outside back pocket. Full-length front pocket under leather-lined flap. Full-length inside zipper pocket. 44" Detachable shoulder strap. 9 1/2" x 7 1/2" x 3 1/2" Mahogany shown. Black, Bordeaux, Bottle Green, British Tan, Navy.



D. SQUEEZE KEY CASE

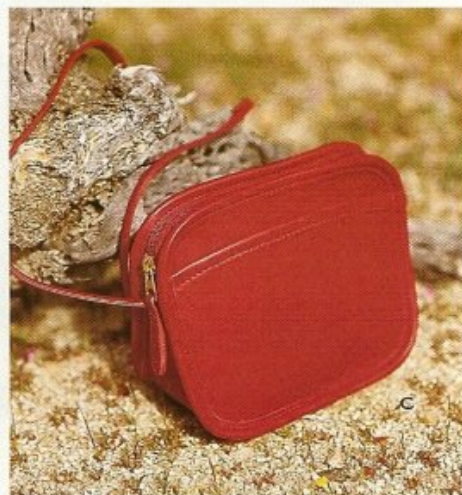
No. 7216 \$25 Brass key ring. 3 1/2" x 3 1/4" British Tan shown. Black, Bottle Green, Red.

E. CITY BAG

No. 9790 \$204 *Quintessential Coach.* Full-length outside back pocket. Full-length front pocket under flap. Full-length inside zipper pocket. 44" Adjustable shoulder strap. 11 1/2" x 7 1/2" x 3 1/2" Bottle Green shown. Black, Bone, Bordeaux, British Tan, Mahogany, Navy.



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1-800-223-8647
24 hours - 7 days



STYLE



A. HORSESHOE BELT BAG No. 4857 \$70 *Wear it or carry it.* Brass snap closure. Leather-lined flap. Outside loop for belts up to 2" wide (belt not included). 57" Shoulder strap detaches by a brass snap inside. 5" x 5" x 1 1/2" British Tan shown. Black, Bottle Green, Mahogany.

B. 1 1/2" CLASSIC GROMMET BELT No. 3915 \$47 *Glove-tanned cowhide.* Solid brass roller buckle and grommets. Sizes S, M, L. British Tan shown. Black.

C. HADLEY ZIP No. 9935 \$70 *Smart and subdued.* Top zipper closure. Full-length front open pocket. 51" Shoulder strap. 6 1/4" x 5 1/4" x 3" Red shown. Black, Bottle Green, British Tan, Mahogany, Navy.

D. EVERETT BAG No. 9934 \$70 *Street smart style.* Full-length inside open pocket. 55" Shoulder strap. 4 1/4" x 4 1/4" x 2" Bottle Green shown. Black, British Tan, Mahogany, Navy, Red.

E. ENVELOPE WALLET No. 4847 \$154 *Five card pockets.* Double gusseted main compartment with front and back full-length open pockets. Inside zipper coin compartment. Hidden snap closure. 7" x 4 1/4" Navy shown. Black, Bottle Green, British Tan, Red.

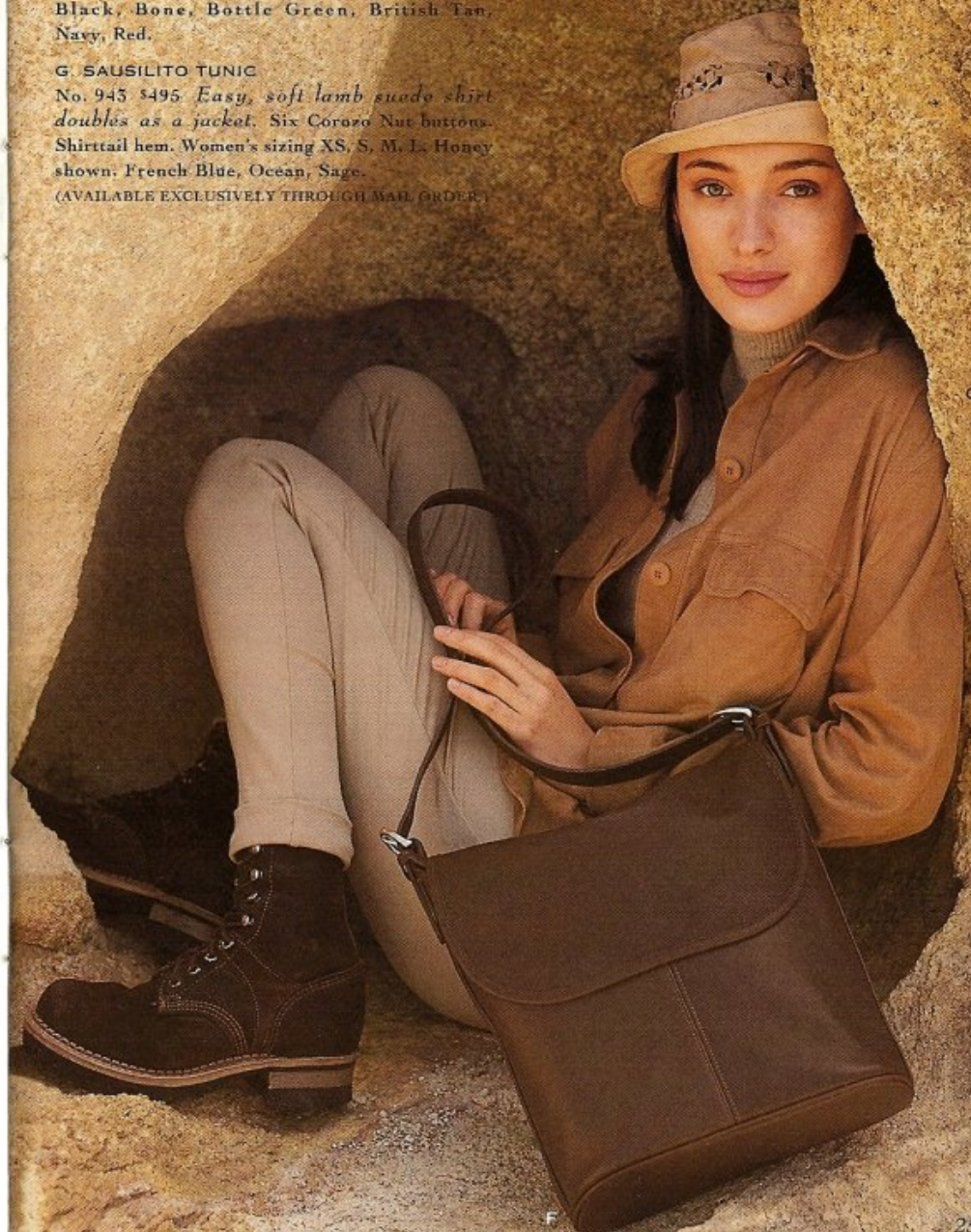
F. WHITNEY BAG

No. 4115 \$244 *Extra capacity, soft shape.* Lightweight leather. Top zipper closure under flap. Full-length front pocket. Inside zipper pocket. 42" Adjustable shoulder strap with two buckles. 11 1/4" x 11 1/2" x 4 1/4" Mahogany shown. Black, Bone, Bottle Green, British Tan, Navy, Red.

G. SAUSILITO TUNIC

No. 945 \$495 *Easy, soft lamb suede shirt doubles as a jacket.* Six Corozo Nut buttons. Shirttail hem. Women's sizing XS, S, M, L. Honey shown. French Blue, Ocean, Sage.

(AVAILABLE EXCLUSIVELY THROUGH MAIL ORDER.)





THE SOHO SERIES™ IS ALL ABOUT *softness*.

EACH BAG HAS *a certain style*, A HINT OF SLOUCH,
YET EACH IS ALSO CAREFULLY CRAFTED. THE RESULT IS *graceful*,

UNCONSTRUCTED SILHOUETTES IN A PALETTE OF SOFT COLORS—

INCLUDING A NEW RED FOR FALL.



A. WAVERLY BAG No. 4133 \$192 *Easy elegance.* Lightweight leather. Top zipper closure. Inside zipper pocket. Double handles with two buckles. 12" x 8" x 5" Red shown. Black, Bone, Bottle Green, British Tan, Mahogany, Navy.

B. CLASSIC KEY FOB No. 7210 \$14 Solid brass key ring. Embossed Coach logo. 2 1/4" x 1 1/4" Black shown. Bottle Green, British Tan, Olive, Red.

C. new RIVINGTON BAG No. 4141 \$210 *Soft, unconstructed bucket.* Lightweight leather. Top zipper closure. Full-length outside front divided pocket. Inside zipper pocket. 42" Adjustable shoulder strap with two buckles. 8 1/2" x 10 1/4" x 4 1/4" Bottle Green shown. Black, Bone, British Tan, Mahogany, Navy, Red.



D. new WOOSTER BAG No. 4142 \$236 *Roomy soft shape.* Lightweight leather. Top zipper closure. Inside zipper pocket. 44" Adjustable shoulder strap with two buckles. 15" x 14" x 4" Black shown. Bone, Bottle Green, British Tan, Mahogany, Navy, Red.