

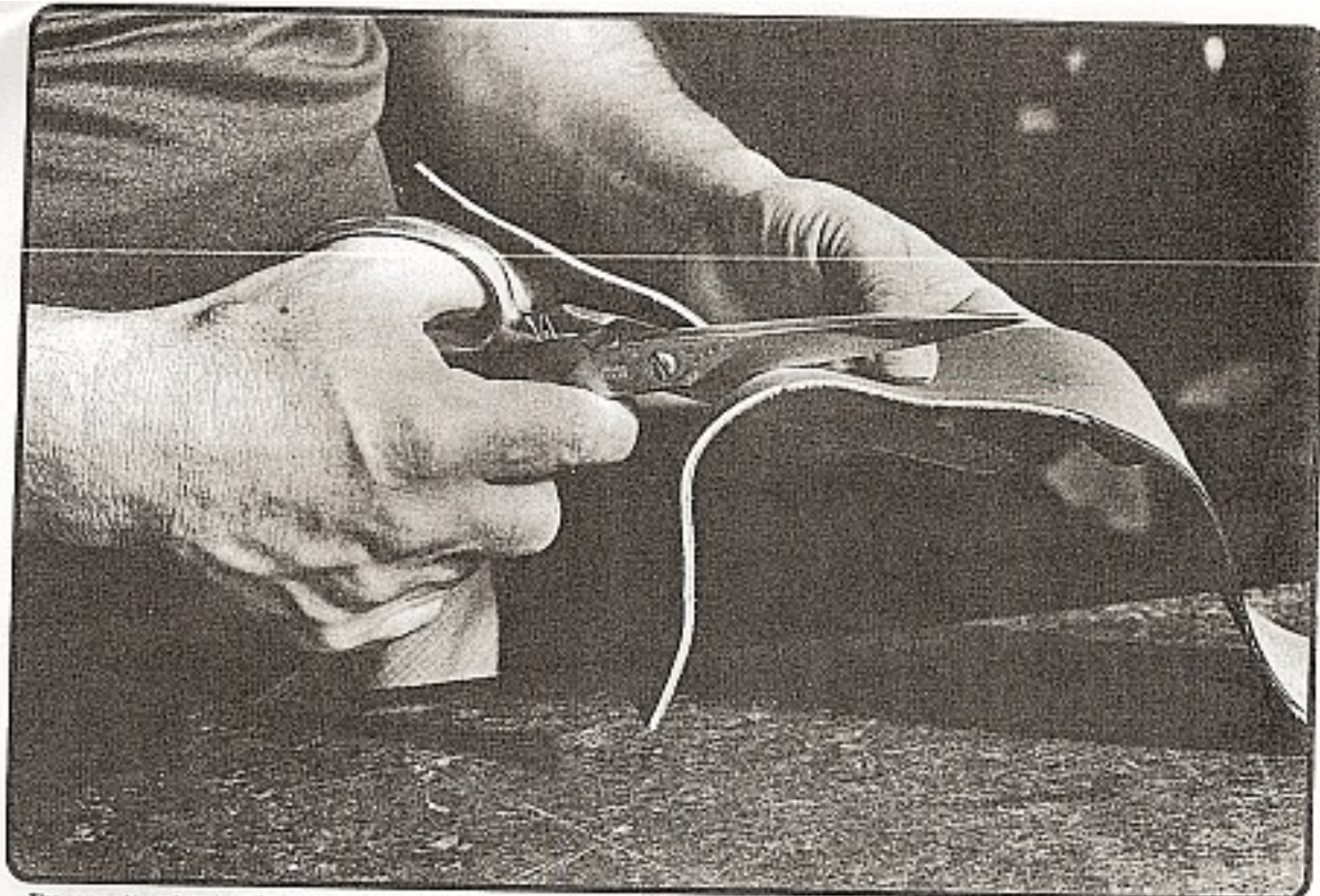


Coach® Leatherware

A CATALOGUE OF CLASSIC COACH® BAGS AND BELTS
MADE OUT OF NATURAL LEATHER AND SOLID BRASS.

Here, in New York City, many of the hands that make up the New York City leather industry have been working here as long as ten, fifteen, and even twenty years. Drawn from the many separate shops and businesses that make up the New York

City leather industry, this handsome looking book may be yours for a nominal sum to cover the cost of shipping.



The special touches that distinguish really well-made leather bags and belts are provided by the human hand. Photographed in the Coach Factory.

The Coach factory in downtown New York City

There is much more to a factory than the mere orderly arrangement of tables and fluorescent fixtures. Every factory is, in fact, a unique creation, its special character and vitality derived from the collective capabilities of its workers.

The Coach Factory was first organized nearly forty years ago, starting out as a small leathergoods workshop employing only six people. Today it occupies two floors of a twelve story factory building, just three blocks west of Macy's.

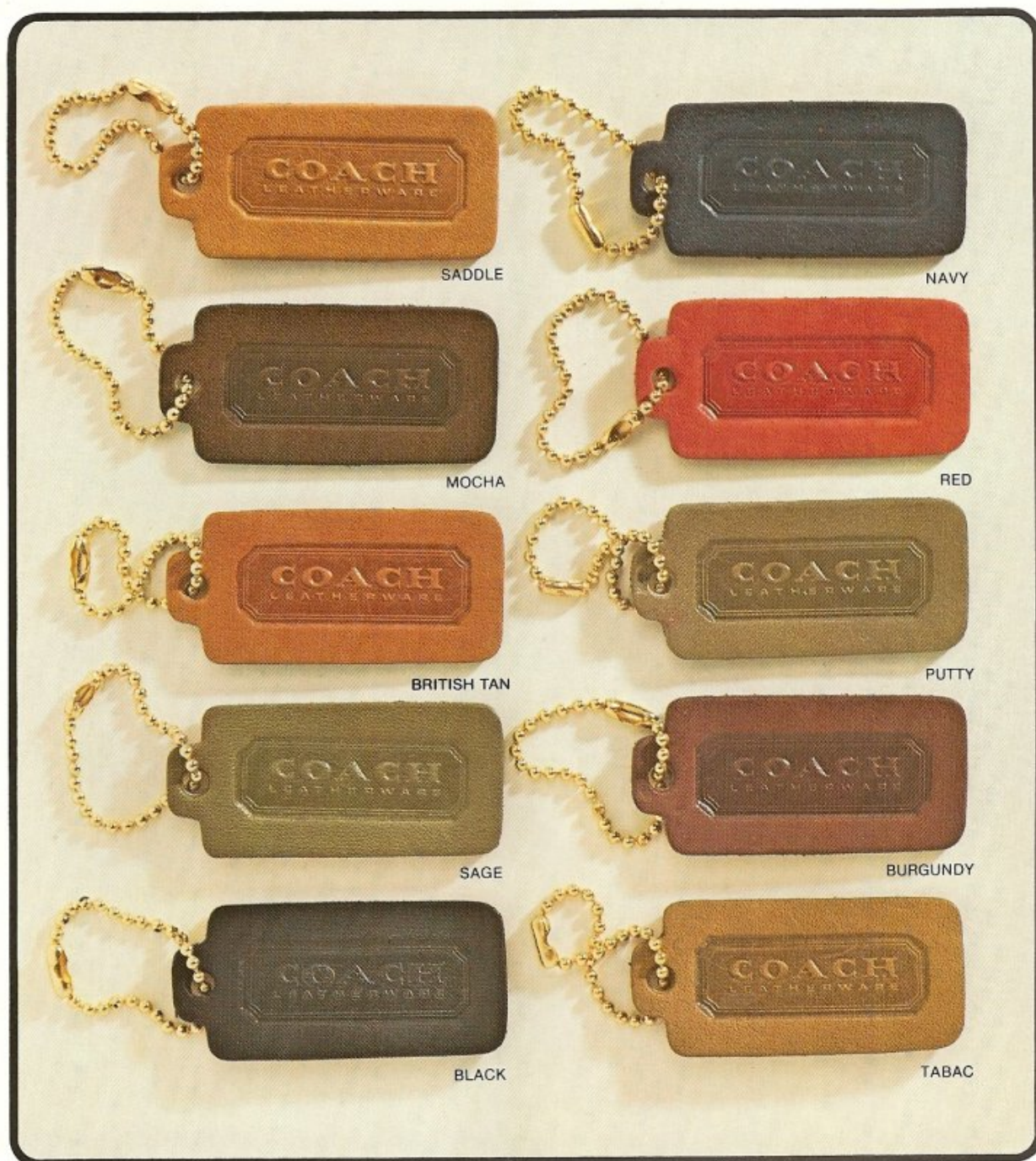
Here, in the heart of downtown New York City, some 125 exceptionally talented men and women, working mostly with their hands, are turning out the Coach® Bags and Belts for which this factory is famous. Some of these people have been working here as long as ten, fifteen, and even twenty years. Drawn from the many separate ethnic communities that make up the New York

metropolitan area, they represent many races, creeds, and nationalities, rich in heritage and skills.

If Coach products have enjoyed a measure of recognition and success, it is in no small part because they are made in this great City by a unique work force whose skills, energy, and quick intelligence make it possible—even in these times—to turn out a good product at a fair price.

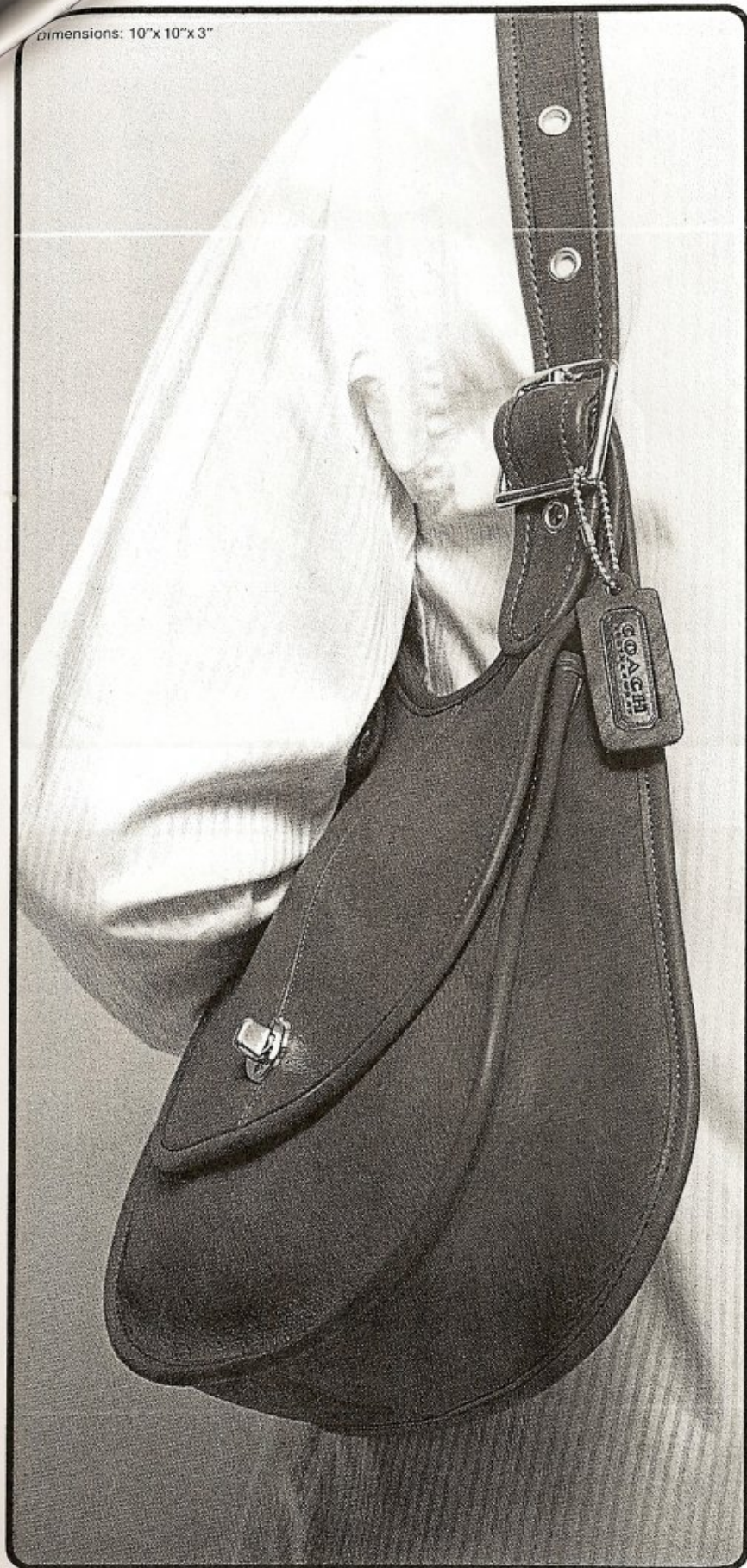
N^o 1035 "The Factory" \$2

Over 100 striking photographs taken in the Coach Factory have been published in a beautiful 76-page library edition entitled: "THE FACTORY — Portrait of a Leathergoods Factory in Downtown New York City." A copy of this handsome photographic essay can be ordered for a nominal sum to cover the cost of shipping.



Every Coach® Bag carries its own little leather Coach tag on a beaded brass chain. The ten tags pictured above represent the ten Coach® Bag colors now in production. Because the natural color tones of Coach® Leather are difficult to reproduce in print, this chart is intended only as a guide. An actual set of leather swatches can be had for the asking.

Dimensions: 10"x 10"x 3"



Nº 9235

Crescent \$82

This body hugging Coach® Bag is especially contoured for a snug fit. Shoulder strap is 1¼" wide and adjusts with a pair of matched, solid brass stirrup buckles. The industrial turnlock closure is also made of solid brass. There's an extra compartment inside. *Available in all ten Coach® Colors shown on page three.*

Dimensions: 11"x8"x3"



Nº 9670

Pony Express Pouch . . . \$114

Well-organized pouch keeps everything in its place. Two roomy outside pockets; an extra compartment inside. Solid brass stirrup buckles and turnlocks. *Black, Mocha, Tabac, British Tan, Burgundy, Navy.*

Dimensions: 16"x11"x5"



Nº 9625

Musette Bag \$162

Largest of Coach® Bags, this one is fancied by models, dancers, travelers and photographers. Two large outside pockets and an extra one inside. Solid brass stirrup buckles and turnlocks. *Black, Mocha, Tabac, British Tan, Saddle.*



Nº 9455 Basic Bag\$66

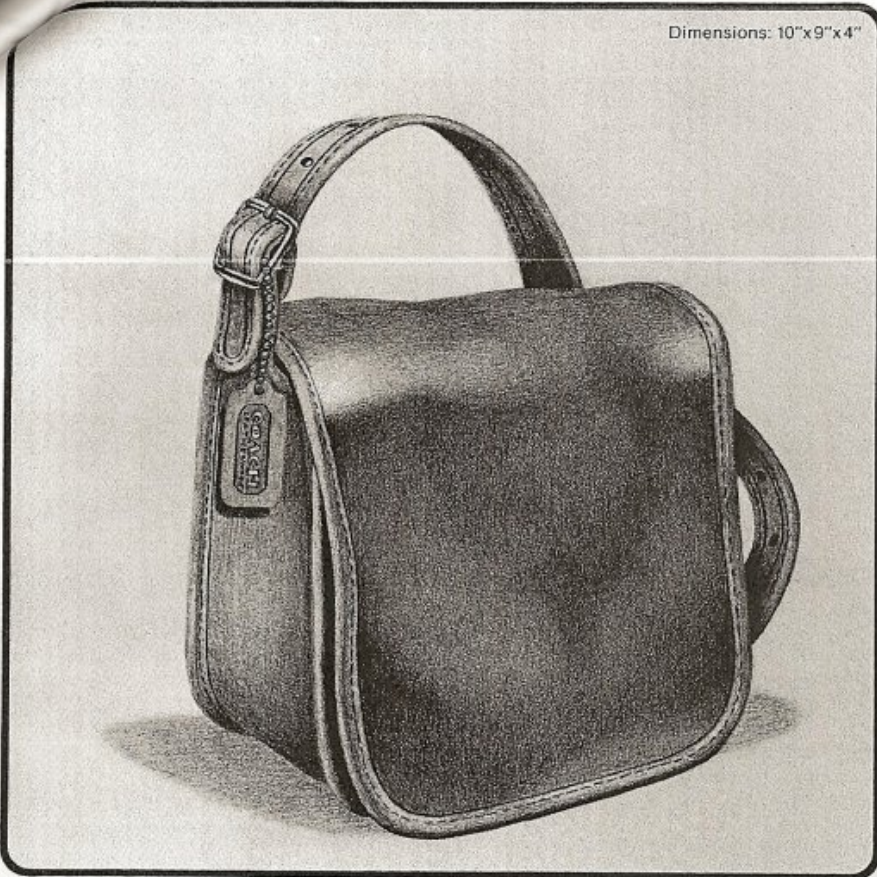
The Coach® Bag that started a look. Soft, perfectly proportioned clutch swings off the hip on detachable shoulder straps. Does double duty at night. Inside pocket. Solid brass industrial zipper with wrist strap pull. *All ten Coach® Colors shown on page three.*

Nº 9530

Small Shoulder Bag

Scaled-down version of classic shoulder bag with soft, draped lines and a simple design. Shown in black with a tan leather strap. *See page three for more information.*

Dimensions: 10"x9"x4"



Nº 9170

Classic Shoulder Bag \$82

The original Coach® Bag. Simplest of unlined pouches with a minimum of hardware. Inside zipper compartment and another extra compartment under flap. Adjusting buckles are solid brass. *All ten Coach® Colors shown on page three.*

Dimensions: 8"x7"x4"



Nº 9530

Small Shoulder Bag \$66

Scaled-down version of classic shoulder bag with solid brass buckles and turnlock closure. There's an inside zipper compartment and an additional compartment under flap. *All ten Coach® Colors shown on page three.*

Dimensions: 11"x8"x3"



Nº 9635
Convertible Clutch \$90

Roomy pouch converts to clutch when handle is detached. Solid brass nautical hardware. Inside zipper and another compartment under flap. *All ten Coach® Colors shown on page three.*

Dimensions: 9"x5"x2"



Nº 9375
Dinky Bag \$46

Complete with inside zipper compartment. Doubles nicely as evening bag. One-piece sewn on tubular handle. Solid brass turnlock. *All ten Coach® Colors shown on page three.*

Dimensions: 7"x8"x2"



Nº 9620

Washington Satchel

Nº 9620

Compact Pouch.....\$54

Very trim squared-off pouch with one-piece sewn on tubular handle. Inside compartment. Solid brass turnlock. *All ten Coach® Colors shown on page three.*

Dimensions: 9"x5"x2"



Nº 9655

Small Zippered Pouch....\$42

Tiniest of Coach® Bags with a one-piece sewn on tubular handle. Inside compartment. Brass industrial zipper. *All ten Coach® Colors shown on page three.*

Dimensions: 13"x10"x3"



Nº 9441

Watermelon Satchel \$110

This early Coach classic combines best features of a zippered satchel and an open tote. Handy outside coin purse is leather-covered; leather-lined. Industrial zipper is solid brass. Extra pocket inside. *Black, Mocha, Tabac, Saddle, Burgundy, Navy, Putty.*

Dimensions: 13"x12"x2"



Nº 9546

Skinny Tote \$110

Closed tote with mid-length straps can be carried on or off the shoulder. Outside coin purse is leather-covered; leather-lined. Large extra pocket inside. Brass industrial zipper. *Black, Mocha, Tabac, Saddle, Burgundy, Navy, Putty.*



- Nº 9585 Saddle Pouch Large\$110
 Nº 9590 Saddle Pouch Medium\$94
 Nº 9595 Saddle Pouch Small\$82

Three-of-a-kind shoulder pouches with authentic solid brass saddlery hardware. All three have leather-lined flap and inside zipper compartment. The two larger sizes have an extra compartment under the flap. *Black, Mocha, Tabac, British Tan, Saddle, Burgundy, Navy, and Red.*

Shopping Bag\$132
 Adapted from the paper shopping bag, this Coach® Bag is oil-leather and can be zipped shut and slung over the shoulder. Inside pockets. Solid brass industrial zipper. *Black, Mocha, Tabac, British Tan, Saddle.*

Dimensions: 15"x 10"x 4"



Nº 9665

Marketing Tote \$130

Luxurious open-top tote. Both sides are leather-lined and there are two full-size inside compartments that close securely with brass zippers. Mid-length carrying straps also fit over shoulder. *Black, Mocha, Tabac, British Tan.*

Dimensions: 12"x 14"x 3"

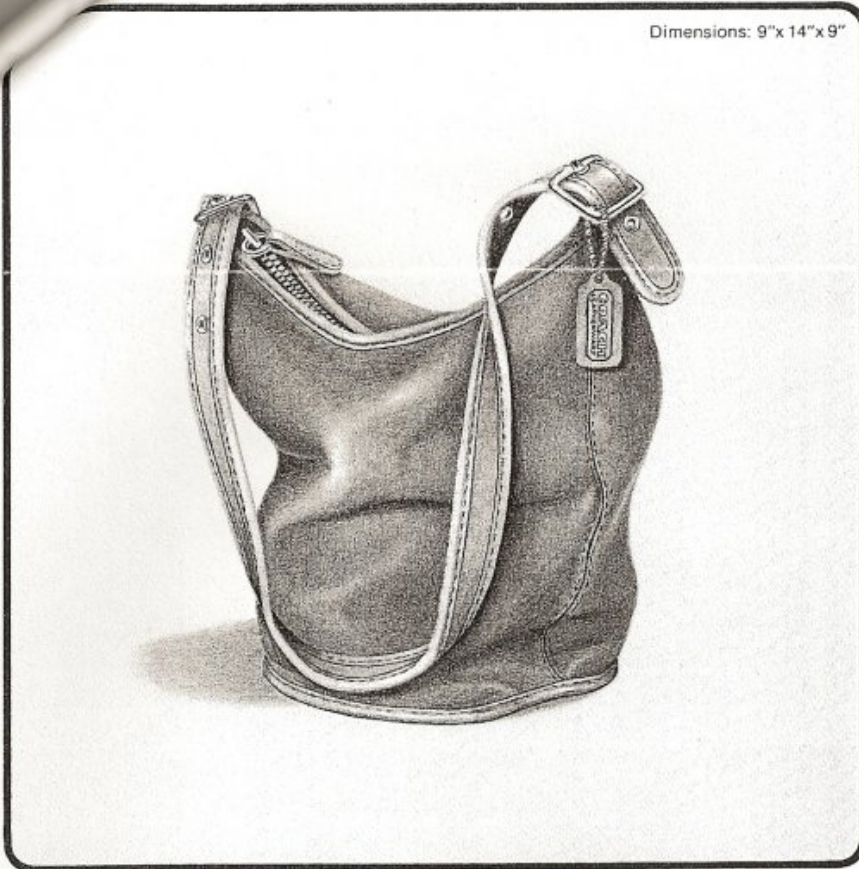


Nº 9565

Shopping Bag \$132

Adapted from the paper shopping bag, this Coach® Bag is all-leather and can be zipped shut and slung over the shoulder. Inside pockets. Solid brass industrial zipper. *Black, Mocha, Tabac, British Tan, Saddle.*

Dimensions: 9"x 14"x 9"



Nº 9085

Duffle Sac \$90

Classic, circular bottom feed bag for slinging over the shoulder. There's a handy inside pocket and an industrial zipper closure. The two adjusting stirrup buckles and the zipper are solid brass. *Black, Mocha, Tabac, British Tan, Saddle, Burgundy, Navy, Putty.*

Dimensions: 13"x9"x3"



Dimensions: 12"x7"x2"

Nº 9430

Slim Satchel Standard . . . \$82

Nº 9425

Slim Satchel Compact . . . \$76

One is smaller than a briefcase. The other is larger than a clutch. Both have inside pocket and close securely with a solid brass industrial zipper. *All ten Coach® Colors shown on page three.*

Nº 5050 Handle Portfolio.....\$110

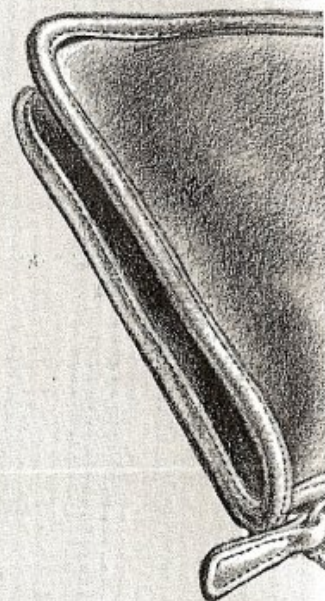
Serving either as a bag or a legal size portfolio, this Coach® Bag is appreciated by executives of both sexes. There's an inside pocket and a brass industrial zipper. *Black, Mocha, Tabac, British Tan, and Saddle.*

Nº 5080 Brief Bag\$146

Luxurious legal size briefcase/bag for men or women. Two gusseted outside pockets. Full size industrial zipper compartment. Solid brass turn-locks. *Black, Mocha, Tabac, British Tan, and Saddle.*

Nº 5040 Portfolio.....\$74

A soft, unconstructed, legal size container with many uses for both men and women. Inside pocket. Brass industrial zipper. *Mocha, Tabac, British Tan, and Saddle.*



Dimensions: 17"x11"x2"



Dimensions: 16"x11"x2"



Dimensions: 17"x11"x1"

Dimensions: 13"x9"x1"



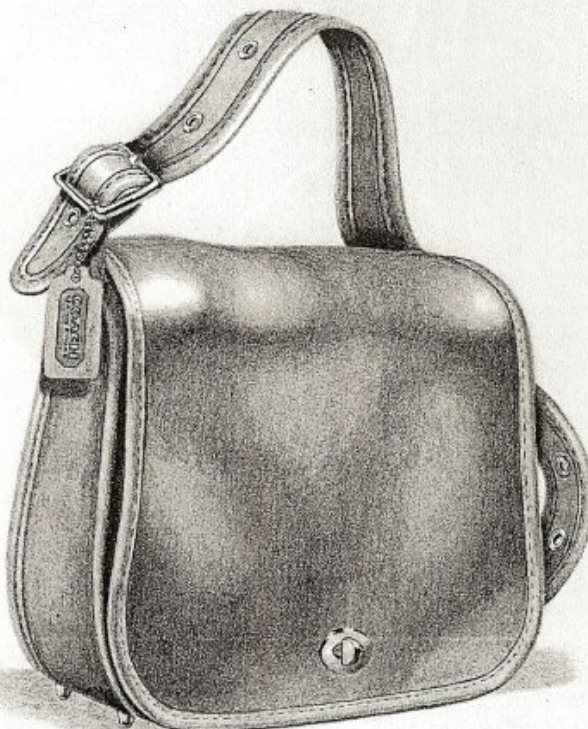
Dimensions: 11"x7"x1"

N° 9555
Slim Clutch Large\$62

N° 9560
Slim Clutch Standard\$58

Basic underarm clutches with industrial zipper closures. Wrist strap serves as zipper-pull. Inside pocket. *All ten Coach® Colors shown on page three.*

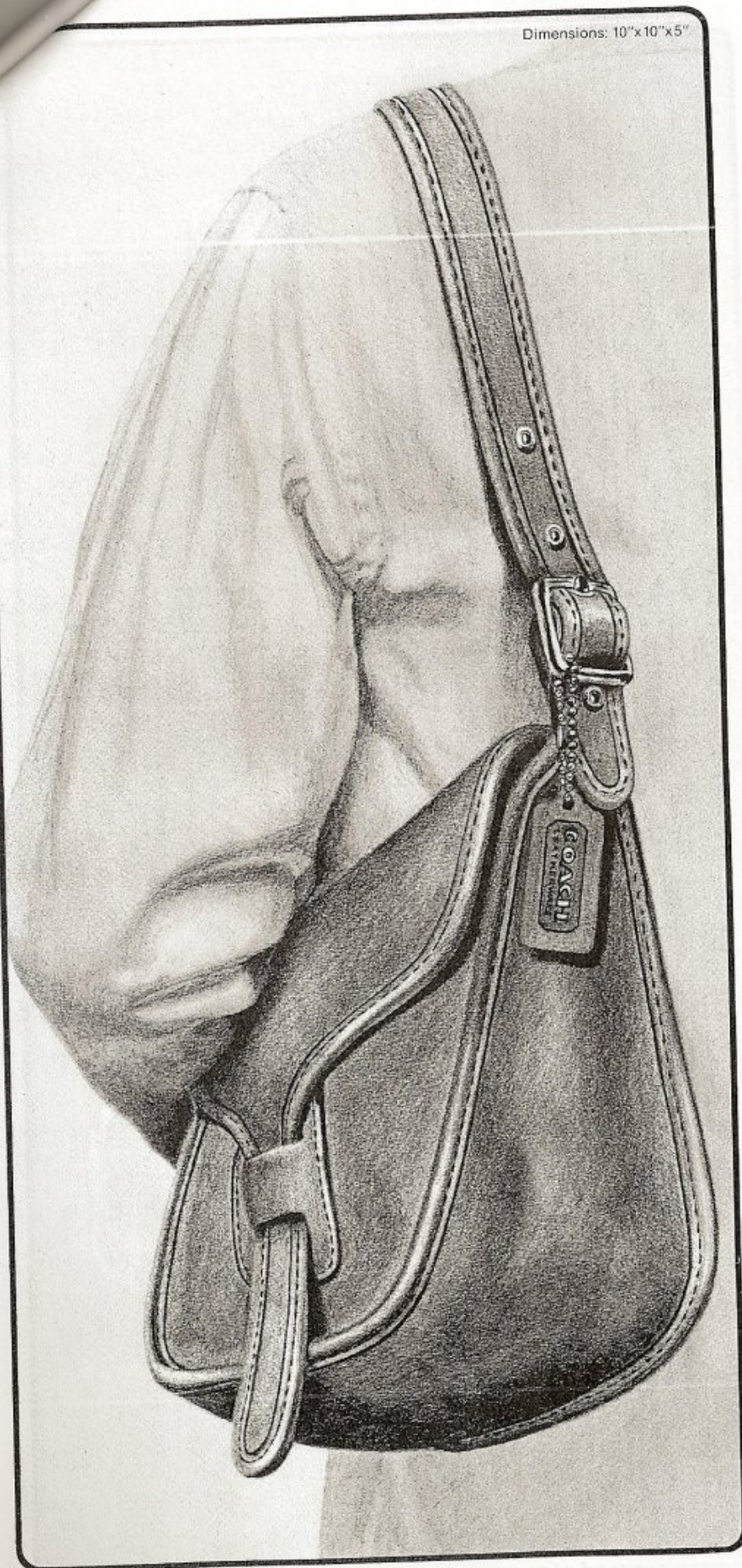
Dimensions: 11"x11"x4"



N° 9525
Stewardess Bag\$110

Regulation flight attendant's shoulder bag with extra large carrying capacity. Handy pocket right under the flap and a zipper compartment inside. The stirrup buckles and the industrial turnlock are solid brass. Brass "feet" protect the bottom from scuffing. *Black, Mocha, Tabac, British Tan, Saddle, Burgundy, Navy, Putty, Red.*

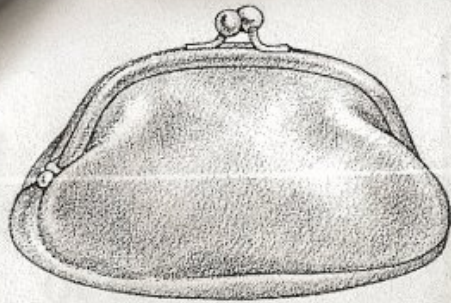
Dimensions: 10"x10"x5"



Nº 8920
 Courier Pouch \$98

This Coach® Bag has a large capacity and a distinctive tuck-in flap that adjusts the size of the bag to its contents. Matching solid brass stirrup buckles. Adjustable shoulder strap. Extra zippered compartment inside. Available in all ten Coach® Colors shown on page three.

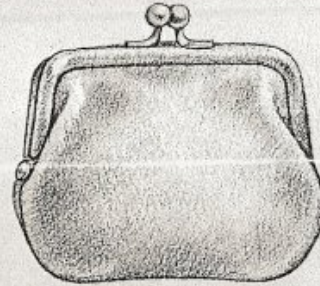
Dimensions: 7"x4"x1"



N° 7160 Utility Purse \$30

All-purpose container for stashing coins, bills, keys or jewelry. Fully lined in leather. Leather covered frame. *All ten Coach® Colors.*

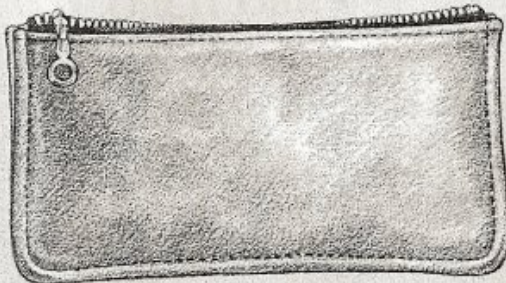
Dimensions: 4"x3"



N° 7155 Change Purse \$15

Classic little coin purse. No Coach® Bag should be without one. *All ten Coach® Colors.*

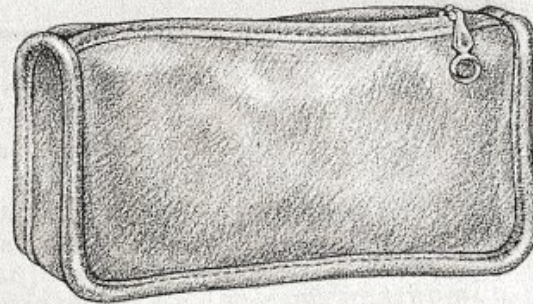
Dimensions: 7"x4"



N° 7170 Skinny Make-Up Kit \$15

Little zippered case. Fits into smallest Coach® Bag. Lined with treated cotton ticking. *All ten Coach® Colors.*

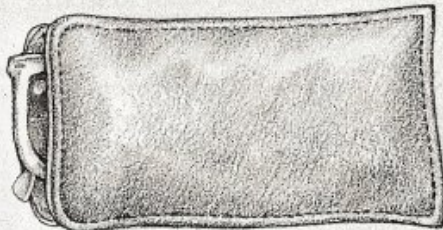
Dimensions: 7"x4"x1"



N° 7165 Chunky Make-Up Kit \$30

Gusseted for extra capacity. Lined with treated cotton ticking. *All ten Coach® Colors.*

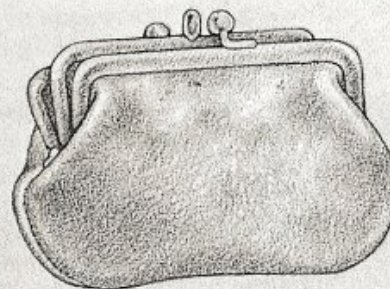
Dimensions: 6"x3"



N° 7150 Eyeglass Case \$15

Leather-lined case to protect lenses, accommodates standard size frames only. *All ten Coach® Colors.*

Dimensions: 6"x4"



N° 7180 Double Purse \$32

Two separate leather-lined compartments for organizing coins, bills, keys. *All ten Coach® Colors.*

A few
of the
things
you
should know
about
Coach® Bags



Coach® Bags are basic, unlined leather bags that are very well made out of very good leather. They never go out of style, and, under normal conditions, can be worn and enjoyed for many years.

Coach® Bags are made by a small, privately held company that has been making leather bags, belts and billfolds since 1941. It is a family-owned business deeply committed to the excellence of its products and the quality of its service.

Coach® Bags are made in a wide range of classic, instantly recognizable models. Many of them were first introduced almost fifteen years ago and are still in production today. There are small, medium and large sizes, and most of them are available in ten colors.

Coach® Bags are made out of a completely natural, uncorrected, full grain leather that has been cured in a special formulation of tanning extracts to render it soft and supple to the touch. Great care is taken not to cover over the natural markings of this leather with paints, sealers, or artificial finishes, and to use only clear aniline colors that

enhance rather than conceal these beautiful markings.

Coach® Bags are virtually indestructible. There are no synthetic lining materials to tear, pull out or come apart. The buckles are cast in solid brass. The seams are sewn with 3-ply high tenacity nylon—double stitched where necessary—and can withstand over 100 lbs. of stress.

Coach® Bags are "one-of-a-kind" bags, each one identified at the factory with its own registration number stamped right into the leather. Because it is made out of a completely "naked" leather, each Coach® Bag will develop its own distinctive patina, changing gradually in appearance and growing darker in coloration as it is worn.

Coach® Bags are soft, supple, unconstructed bags designed to be worn casually and often—at work and at play. True American Classics, they look good with everything and can be worn and enjoyed any time, anywhere. Like a favorite pair of blue jeans, they seem to improve with wear, taking on additional character as they are broken in.

© 1981 Coach Leatherware Company, Inc.

Prices valid through December 31, 1981. Coach Leatherware, 516 West 34th Street, New York City 10001