

# COACH SWOT ANALYSIS



# COACH

A global fashion house founded in New York in 1941.

Inspired by the vision of Creative Director Stuart Vevers and the inclusive and courageous spirit of our hometown, we make beautiful things, crafted to last—for you to be yourself in.

# ABOUT COACH

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COACH's primary belief: crafting beautiful things where you can be yourself. Inspired by the spirit of New York City.

COACH created a legacy of craft and a community that encourages all to live authentically.

"We care about every stitch that goes into our product, we care about the impact we have on people, communities and the planet. Everything we make, we craft to last with the belief that better-made things create a better made future for all."





# COACH'S STORY

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Coach began with a dream to hand-craft leather into beautiful, clever, practical things.

The fashion house grew under the vision of Lillian and Miles Cahn to become the Original American House of Leather.

Then came Bonnie Cashin: hired by Miles Cahn in 1962 to be Coach's first lead designer.

Bonnie's had a clear vision: color, proportion, and quirk.

Later, Coach opened its first store on Madison Avenue and transformed from a family-run leathergoods company into a fashion house.

"We are shaped by our unique story—and committed, in everything we do, to celebrating craft, our hometown and the optimism of authentic American style."







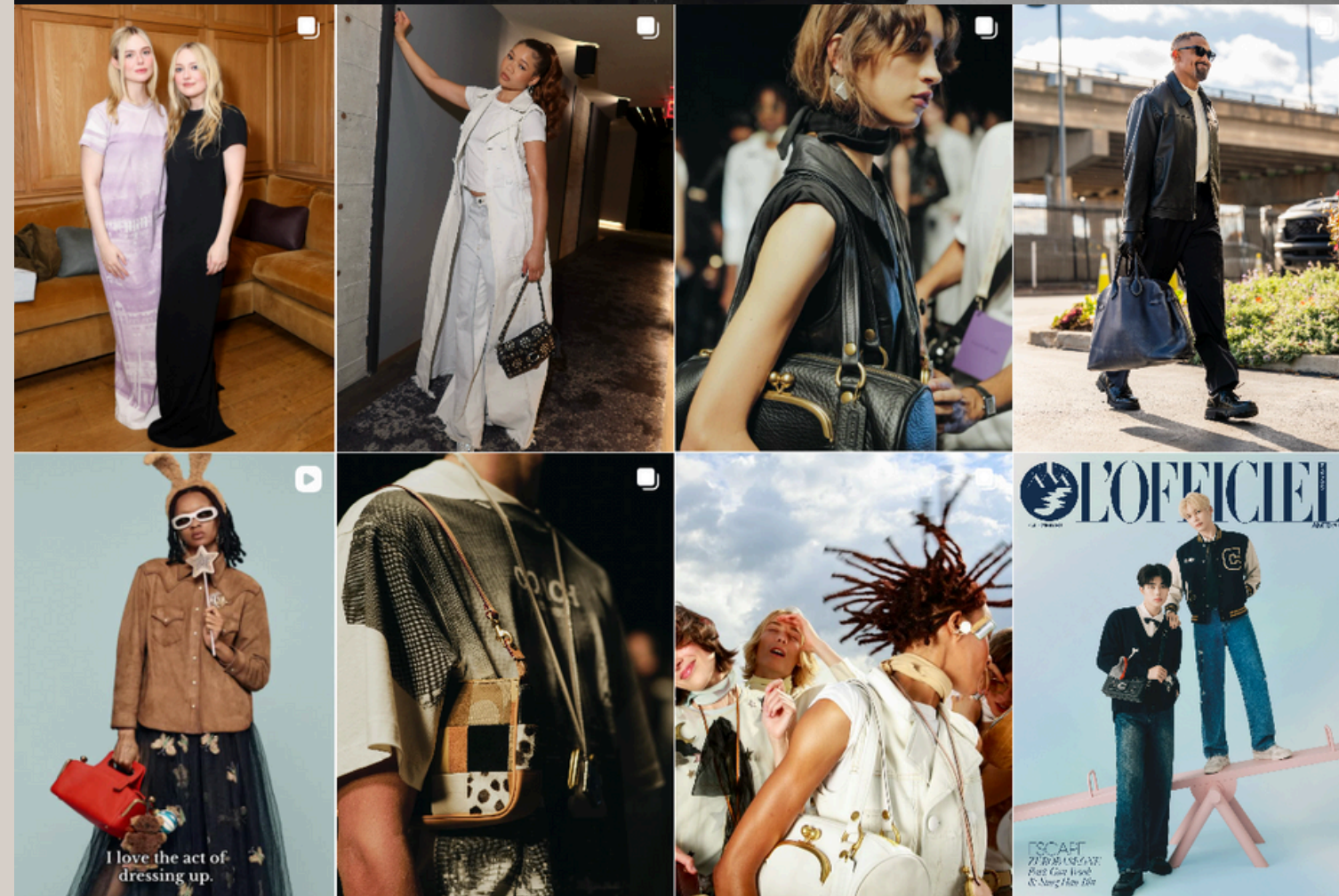
# STUART VEVERS

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Coach's Creative Director Stuart Vevers has an appreciation for American pop culture.

Vevers is inspired by the inclusive and courageous spirit of New York; his collections greatly influence generations.

In 2017, Vevers was awarded the Accessory Designer of the Year award by the Council of Fashion Designers of America (CFDA) and the Designer of the Year award by the American Apparel & Footwear Association (AAFA) for his work at Coach.





# STRENGTHS

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Luxury

Practical

Authentic

Coach is more accessible compared to its competitors like Louis Vuitton.

Most recent rebrand was brilliant! Attracting “timeless Gen Z client,” according to President and CEO Todd Kahn. They have utilized celebrities in their most recent campaign to increase the Gen Z audience.

Handbags like the Brooklyn, Tabby, and Rogue are trending the most! Their modern touch pairs well with their bag charms.



# WEAKNESSES



Depending on perception, outlet stores could decrease exclusive steals compared to competitors.

Most earnings are generated from handbags. I highly recommend giving more attention to clothing and shoe products.

Competiton! Other high-end luxury brands are becoming more competitive and sometimes offering more affordable prices.

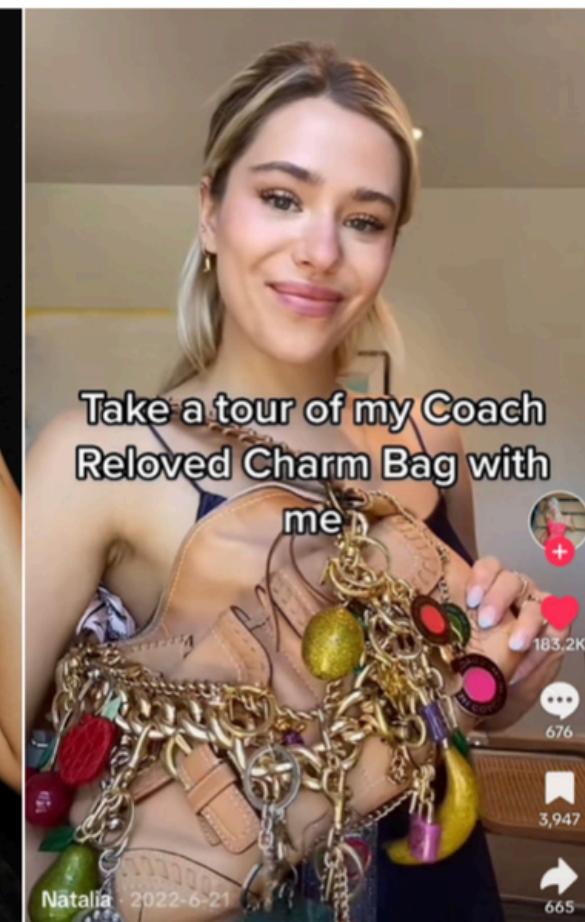
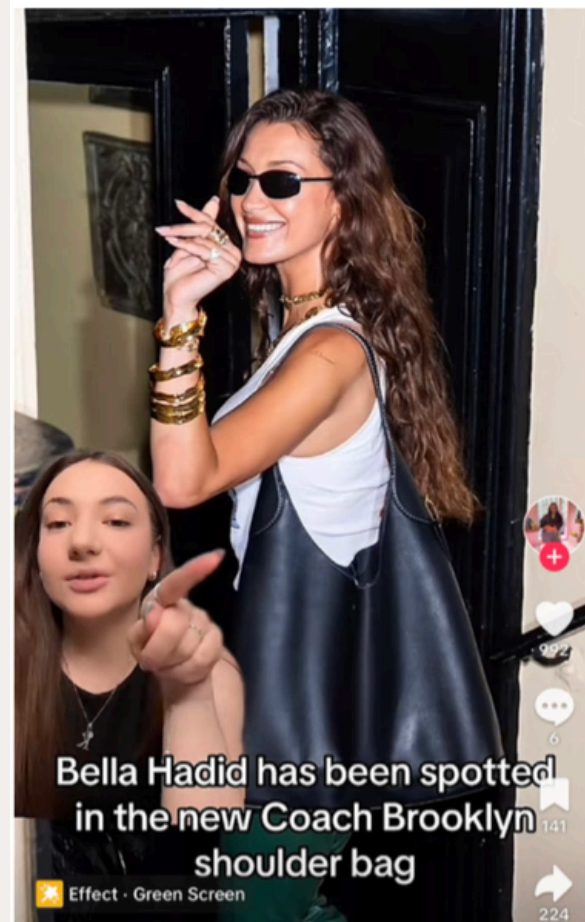
In the past, their image was greatly affected and inconsistent. Coach “fell off” because of an increase in opening outlet stores, excessive exposure, and the presence of competitors such as Michael Kors and Kate Spade.



# OPPORTUNITIES

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- Media engagement: Continue to promote products on all social media platforms to increase the brand's positive reputation.
- collab with influencers and celebrities
- Showcase exclusive items at fashion events.





# THREATS



**REAL**

**FAKE**

- Creation of fake Coach products could harm the brand's reputation and customers' experience.
- Trends! What's in today may not be in tomorrow. To continue success, Coach will have to adapt to their desired audience (Gen Z, Millennials, etc.)
- Any negative social media reviews could affect the image.
- Bad advertisement could ruin future collaborations/partnerships.



Two pink Coach wallets are displayed on a tan background. The top wallet is oriented horizontally and features a gold-tone 'C' logo. The bottom wallet is oriented vertically and also features a gold-tone 'C' logo. Both wallets have gold-tone hardware and charms, including a rectangular tag with the Coach logo, two red cherry-shaped charms, and a heart-shaped charm with a rainbow stripe pattern. The text 'SHOP COACH' is overlaid in a large, black, serif font in the center of the image.

# SHOP COACH

Contact COACH  
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