

# COACH

*and*

*THE SUMMER I*

*TURNED PRETTY*

Campaign Analysis & Brand Audit



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# “Summer in Bloom” CAMPAIGN SUMMARY



*Coach’s Summer in Bloom campaign was a 2025 cross-brand collaboration between Coach, its circular-fashion sub-brand Coachtopia, and Prime Video’s hit YA series The Summer I Turned Pretty. Building on actress Lola Tung’s existing role as a Coachtopia ambassador, the campaign extended her influence into Coach’s mainline brand by integrating Coach accessories directly into Season 3’s most emotionally charged scenes. Bags from the exclusive collection were intentionally placed on-screen in moments fans rewatch, dissect, and share. This narrative-driven product strategy allowed fans to “step into Belly’s world” (Coach, 2025) through items that felt both aspirational and emotionally meaningful.*

*The campaign targeted Gen Z women who value romantic storytelling, aesthetic self-expression, and sustainability. By pairing Coachtopia’s circularity model with a beloved coming-of-age series, Coach positioned itself as a brand aligned with Gen Z values while tapping into the show’s massive cultural momentum. The media mix, which included streaming integration, social amplification, creator content, and lifestyle press, leveraged fandom behavior and second-screen shopping habits to drive discovery and purchase.*

*Ultimately, Summer in Bloom reframed Coach as a culturally fluent, youth-relevant brand and offered fans a way to carry the emotional and aesthetically desirable world of The Summer I Turned Pretty into their own lives through stylish, sustainable accessories.*

## THE PLAYERS:



*THE SUMMER I  
TURNED PRETTY*



# The Face of the Campaign: LOLA TUNG

Actress Lola Tung rose to prominence among Gen Z audiences through her role as Isabel “Belly” Conklin in *The Summer I Turned Pretty*. Capitalizing on this cultural relevance, Coach’s sub-brand and innovation lab, Coachtopia, selected Tung in October 2024 to headline *The Wasted Parts*, a campaign film promoting the Alter/Ego collection. The partnership aligned strategically with Coachtopia’s appeal among Gen Z consumers, a demographic strongly interested in sustainability and circular fashion. Coachtopia emphasizes closed-loop production using repurposed materials such as leather scraps and incorporates digital product passports that support tracking, repair, and trade-in.

Tung’s collaboration with Coachtopia extended across multiple touchpoints and led to her being named a Coachtopia Community Member, positioning her as a recognizable ambassador for the brand. This foundation made the July 2025 collaboration between Coach and *The Summer I Turned Pretty* a natural progression, extending Tung’s influence from the sub-brand to Coach’s broader product line.

In *The Wasted Parts*, Tung portrays two alter-ego versions of herself, a “climate-conscious Coachtopian” and a “fashion-forward Coach girl” (Palmieri, 2024), brought together by the magnetic connection between a Coach Quilted Tabby shoulder bag and a Coachtopia Alter/Ego shoulder bag. The campaign reflects a tension familiar to Gen Z consumers: balancing fashion with environmental responsibility.

**“MY GENERATION IS STARTING TO REALLY CONSIDER THE IMPACTS OF THEIR FASHION CHOICES, SO I’M THRILLED TO HELP COACHTOPIA TELL THIS STORY ABOUT PRODUCTION WASTE – AND HOW WE CAN TRANSFORM HOW WE THINK ABOUT IT,” SAID TUNG.**

Tung’s role continued in promotional content, including videos in which she discusses secondhand fashion with her alter-ego character. She also appeared in the holiday campaign film *Have a Wasty Holiday!* (Coach, 2024), starring alongside Wasty, “a crafty Coachtopian creature” made from repurposed materials. The film highlights the 25-43% increase in holiday waste and encourages circular fashion practices by promoting the transformation of waste into new products. Described as the “magical origin tale for Coachtopia itself,” the campaign further solidified Tung’s role as a recognizable face and ambassador for the sub-brand.



Tung with “Wasty” via Coach



Tung starring in *The Wasted Parts*



# COACH | THE SUMMER I TURNED PRETTY™ TABBY CHAIN CLUTCH



*This white leather bag appears on screen in several episodes of Season 3 and is paired with many of Belly's most iconic, and widely discussed outfits of the season, particularly for key events. Belly carries it to the memorial of Susannah Fisher, her godmother figure, where she sees her love interest Conrad Fisher for the first time in a while, as well as to her wedding shower and bachelorette party. Each time the character dresses up, the bag is styled alongside her look, subtly signaling its versatility: it complements dresses in three different colors across three distinct occasions. Since these emotionally charged scenes are ones fans revisit repeatedly, the bag remains visible in moments viewers scrutinize for every last detail.*



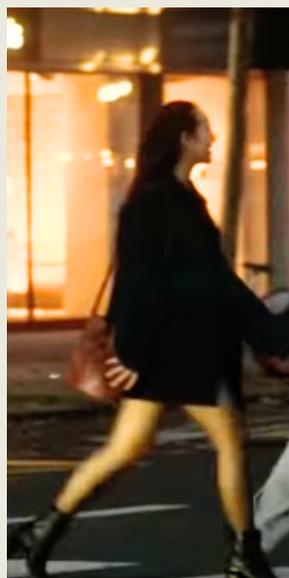
Left to right: Susannah's memorial, Belly's bridal shower, Belly's bachelorette party & actress Lola Tung posing with the bag for the collection.



# COACH | THE SUMMER I TURNED PRETTY™ TURNLOCK BACKPACK



*This brown drawstring, turnlock bag appears most prominently on screen in Season 3, Episode 10 during a montage of Belly moving through her daily life in Paris with friends, as imagined by Conrad Fisher. A voiceover from a letter Conrad writes to Belly plays over the sequence, heightening the emotional weight of the scene. For longtime readers of the book, where several of Conrad's letters appear, the moment carries particular resonance. The bag can also be seen in earlier episodes while Belly is on the campus of Finch College and uses it as her backpack. Unlike the white Tabby Chain Clutch, which is associated with formal, milestone events, this bag is positioned as an everyday essential. Belly carries it grocery shopping, clutches it as she runs, uses it for school, and wears it out to dinner with friends, framing it as a functional, versatile piece that fits into the rhythms of her daily life.*



Left to right: Belly goes grocery shopping, Belly runs with friends, Belly goes out to dinner with friends, Belly wearing the backpack on Finch College campus.



# COACHTOPIA | THE SUMMER I TURNED PRETTY™ COACHTOPIA LOOP BACKPACK



*This large blue backpack plays a significant role in Episode 9 of Season 3, making it one of the season's most memorable visual elements, even for viewers who aren't especially interested in accessories. It is one of only two pieces of luggage Belly brings with her to Paris to begin her new life, and the bag appears repeatedly at pivotal moments: in the airport as she narrowly misses seeing Conrad, with her when she first arrives in the city she has always dreamed of visiting, and beside her on a bus. These scenes emphasize both the bag's size and function. Most iconically, the backpack becomes central to an action sequence when it is stolen. Using the AirTag inside, Belly chases it across Paris, finding a man dancing with it in a club. She confronts him with the now-memorable line, "Hey! That's my bag!" before tackling him and reclaiming it. The moment offers one of the audience's clearest early glimpses of Belly acting independently, while also providing humor, making it a scene frequently replayed and shared in fan edits.*



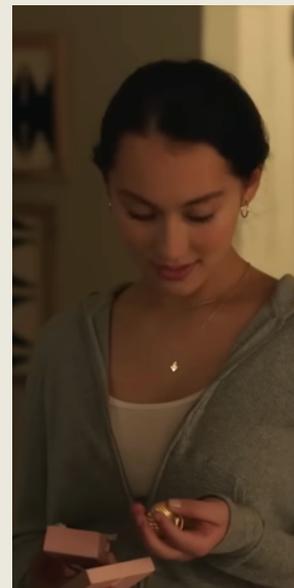
Left to right: Belly arrives in Paris, Belly sits beside the bag on the bus, Belly boards her flight to Paris as Conrad watches, Belly confronts the man who stole the bag.



# COACH | THE SUMMER I TURNED PRETTY SHELL BAG CHARM KEY RING



*This seashell charm appears in Episode 4 of Season 3, when Jeremiah Fisher surprises Belly for her birthday and presents her with a key to a summer house attached to the charm. Although it does not appear as frequently on screen as the purses, it receives some of the most explicit visual emphasis: the camera lingers for several seconds in close-up as Belly studies the charm and realizes what it is. She continues holding it throughout her conversation with Jeremiah, and its jingling can be heard when she moves to hug him. These details allow viewers to see the item clearly, including its scale and how it appears when used on a keyring. The scene also generated discussion among fans who identified the charm as a real product from Coach, noting its retail price of over \$150. Online commentary frequently contrasted this with Jeremiah's notably small engagement ring, which some viewers speculated may have cost less than the charm itself. While the show never references the charm's price directly, this fan-driven comparison prompted viewers to search for the item and, in doing so, led many to Coach's product line.*





# THE SUMMER I TURNED PRETTY™ FULL COLLECTION



The collection also included three bag charms: Daisy, Peach, and Infinity. Although these items are not featured in the show, each one references a visual or narrative motif that fans would immediately recognize. Daisies are closely associated with Belly's aesthetic in earlier seasons and appear prominently on the book cover of *The Summer I Turned Pretty*, reinforcing their connection to her character. The peach charm nods to an iconic Season 3 moment in which Belly eats a peach while Conrad watches, captivated by her enthusiasm, before he wipes her mouth on his shirt despite his allergy, an intimate, fan-favorite scene. Finally, the Infinity charm references one of the show's most enduring symbols: the infinity necklace Conrad gifts Belly, a recurring symbol of their bond and a defining visual marker of their relationship.



Left to right: Belly wears a daisy top in *S1*, Conrad gifts Belly the infinity necklace, Belly eats a peach from a peach stand with Conrad.

# Campaign BREAKDOWN

## CAMPAIGN OBJECTIVES

1. To drive sales and demand for the TSITP collection, timed with Season 3 excitement.
2. To recruit and deepen Gen Z affinity for Coach via Coachtopia, using TSITP as an emotional bridge.
3. To reposition Coach as culturally fluent and youth-relevant, not just a legacy handbag brand.
4. To reinforce Coachtopia's sustainability positioning by embedding it in a beloved narrative rather than a stiff, informative sustainability campaign.

The campaign encouraged audiences to engage actively with the brand by searching for and purchasing the specific bags featured on screen, sharing and discussing the products on social media through outfit recreations, edits, and unboxing content, and visiting Coach and Coachtopia's digital channels for ongoing engagement. By selecting a series streamed on Prime Video, Coach also strategically aligned with the platform's Explore & Shop the Show feature, which enables viewers to browse and purchase products featured on screen or themed to the series in real time. At the same time, the campaign aimed to cultivate the belief that Coach and Coachtopia understand Gen Z consumers' shows, aesthetics, and values, positioning the products as natural extensions of Belly's story and identity. Emphasizing Coachtopia's sustainable practices further reinforced the idea that purchasing these products represents a more responsible and values-driven way for young consumers to participate in luxury fashion.

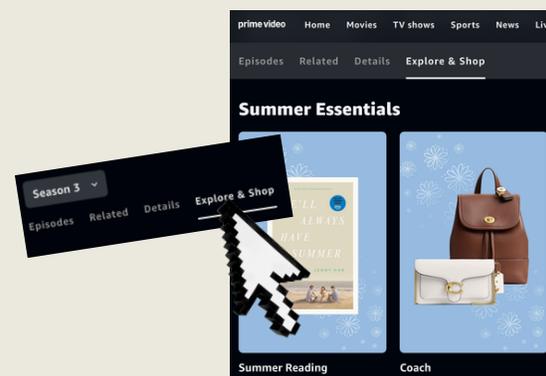
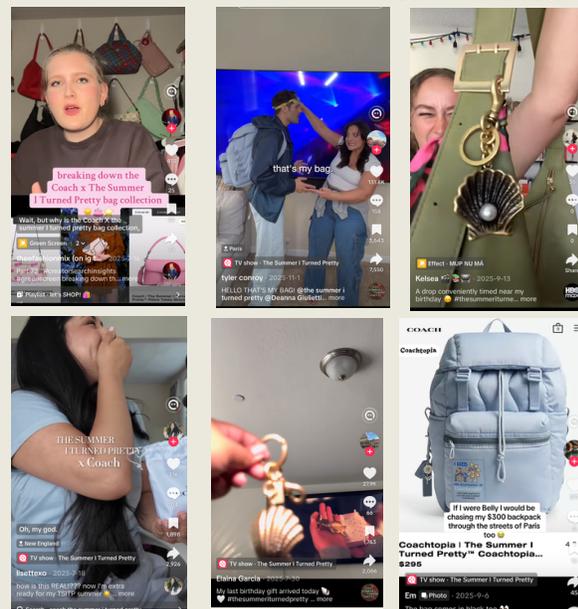
Within the competitive landscape, luxury and premium brands were actively targeting Gen Z through collaborations with entertainment properties and influencers, often emphasizing "quiet luxury" or nostalgia-driven aesthetics. Sustainability messaging was also widespread, though frequently vague, contributing to consumer skepticism about greenwashing. At the same time, fast-fashion retailers and independent sellers were already capitalizing on TSITP aesthetic with inexpensive, unofficial merchandise. In this context, the Summer in Bloom campaign differentiated itself by combining official intellectual property with narrative-accurate product placement, featuring the exact bags seen on screen, while grounding its sustainability claims in Coachtopia's established circular production model rather than a one-off environmental initiative.

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## KEY MESSAGE:

If you love the world of The Summer I Turned Pretty, Coach's Summer in Bloom collection lets you carry that story, beautifully and sustainably, into your real life and all its important moments.

Fan created TikToks



Prime Video's Explore &amp; Shop feature, featuring the Coach line

03/01/2026

# Campaign BREAKDOWN

## TARGET AUDIENCE & CONSUMER PROBLEMS

*Coach and The Summer I Turned Pretty's "Summer in Bloom" campaign targeted primarily women in their late teens to mid-20s, particularly students and early-career young adults. Ad copy such as "campus-ready" and "for taking on life's moments" signals this focus on younger women. The audience also includes fans of The Summer I Turned Pretty, spanning viewers of the TV adaptation and readers of the book series. These consumers are likely urban or suburban, digitally native, and active on platforms such as TikTok and Instagram, as well as in online fandom spaces.*

*The campaign also appealed to key psychographics within this group, including an investment in romance narratives, nostalgia, and "comfort shows," as well as a preference for cohesive aesthetics such as coastal, soft, and romantic styles. This generation is also attentive to sustainability and ethical consumption but still seeks aspirational, recognizable brands. Many are active participants in fandom culture, engaging with fan edits, outfit breakdowns, "get the look" content, and character discourse.*

*The campaign addresses two key consumer problems. First, Gen Z and young millennial viewers seek accessories that reflect the coastal, romantic world of TSITP, yet much licensed merchandise feels overly literal. For example, American Eagle's TSITP merchandise line features text-heavy items like "Team Conrad" T-shirts that may feel juvenile. Summer in Bloom instead offers elevated, fashion-forward pieces that evoke the show's aesthetic more quietly. Second, younger consumers often approach legacy luxury brands with skepticism, particularly regarding sustainability claims. Coachtopia's recycled materials and trade-in practices, along with Tung's sustainability-focused partnership with the brand, help address this trust gap. It is important to note, however, that the collaboration with TSITP was mostly produced under the main Coach line, which does not use 100% recycled materials like the Coachtopia sub-brand. This may represent a missed opportunity to more effectively resonate with Gen Z consumers.*



# Campaign BREAKDOWN

*Summer in Bloom employs multiple advertising strategies, including testimonial, icon, and brand repositioning approaches (Berman, 2012), to strengthen Coach's appeal among Gen Z consumers.*

## TESTIMONIAL STRATEGY

*In a social media video series titled Pretty Stylish posted to Coach's Instagram, Facebook, TikTok & YouTube, platforms frequented by Gen Z and millennials, celebrity and actress Lola Tung holds and highlights features of bags from the collection, as well as highlights other Coach bags she would incorporate into her own wardrobe. She endorses the size, quality, and aesthetics of different bags. "You can fit a bunch of stuff in it. It's made of recycled materials. It's machine washable. It's pretty much the whole package," she says of one.*

## REPOSITION THE BRAND STRATEGY

*Coach has traditionally been perceived as a timeless, accessible luxury brand favored primarily by women in their 30s to 50s. However, by featuring 23-year-old Lola Tung, emphasizing sustainable fashion, and developing products tied to a young adult series, Coach has expanded its brand positioning to appeal to Gen Z consumers. While classic Coach handbags remain central to the brand, bolder and more youthful designs, such as the blue Coachtopia Loop Backpack reading "I died and respawned in Coachtopia," demonstrate a deliberate shift toward a younger market. Products made entirely from recycled materials further re-engineer traditional perceptions of Coach, aligning the brand with an environmentally conscious generation of consumers. The campaign's tone also reflects this repositioning, using all-lowercase captions, Gen Z-style digital language, and references to popular TikTok formats such as the "silent review" trend, in which creators express product reactions through facial expressions alone.*

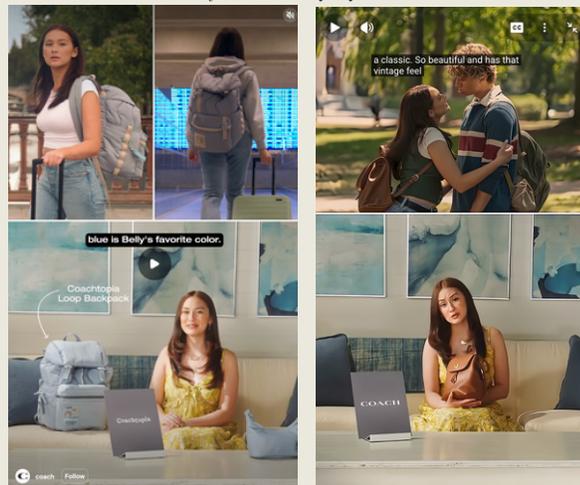
## ICON STRATEGY

*While actress Lola Tung appears as the face of several campaign videos, the products become most compelling when embedded in the world of her fictional character, Belly Conklin. Even in promotional content, Tung defers to Belly's preferences, remarking, for example, that "blue is Belly's favorite color," reinforcing the connection between the products and the series' iconic protagonist. By aligning the bags with Belly rather than Tung alone, the campaign leverages the character's established identity and loyal fan base. Tapping into the series during its third and final season was a strategic choice, ensuring Belly had a devoted following before being associated with the products. Fans drawn to Belly's picturesque coastal life and romantic storylines were invited to connect the brand with her growing independence, including her time in Paris and her eventual romantic choice.*

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Screenshots from the Pretty Stylish series via Coach's Youtube



coach 2025-6-27  
team tabby, team backpacks, or team cherries? 🍓  
#LolaTung

coach 29w  
the real story? @lola.tung + us =  
summer magic 🌟

coach Follow  
blue is def @lola.tung's color 🌊 did you spot the coachtopia loop backpack in this week's episode of @thesummeriturnedpretty?

Screenshots from Coach's TikTok, Instagram & Facebook



Screenshots of fan-created TikTok videos

03/01/2026



# COACH BRAND INVENTORY

Coach presents a modern American luxury identity built on its 1941 New York leather-craft heritage and refreshed through a youth-driven brand revival in 2020 focused on the “timeless Gen Z client” (Rice, 2025). The primary logo features the black horse-and-carriage symbol, a longstanding emblem of craftsmanship and “American classic” luxury dating back to the 1940s, paired with the bold serif COACH wordmark and the “New York” descriptor to reinforce the brand’s urban origins. Its signature interlocking C’s monogram functions as a recognizable brand identifier, while branded dust bags, brown gift boxes, tissue paper, seals and embossed hangtags signal durability and artisanal quality. Coach’s marketing practices support this identity through premium-accessible pricing, with handbags typically ranging from mid-\$200s to \$600, and through messaging that emphasizes craftsmanship, longevity, and modern self-expression, complemented by Coachtopia’s sustainability-forward narrative. Coach’s digital strategy leans heavily on social media, creator partnerships, and limited-edition drops that generate cultural buzz, while sustainability initiatives like ReLoved and Coachtopia strengthen credibility with Gen Z through responsible materials. Competitively, Coach operates within the accessible luxury handbag market alongside Michael Kors, Kate Spade, and Tory Burch, sharing points of parity such as recognizable logos, broad retail presence, and attainable luxury pricing. However, Coach differentiates itself through a stronger emphasis on leather craftsmanship and heritage, positioning itself as a brand rooted in traditional materials and construction rather than primarily trend-driven design. The brand has also developed recognizable product icons, such as the Tabby bags, which function as long-term signature pieces rather than short-lived seasonal styles. In recent years, the brand has also differentiated through more visible and structured sustainability initiatives, particularly through Coachtopia’s circular production model. Indirect competitors such as Aritzia and Lululemon compete for Gen Z consumers’ attention within the accessible-luxury market, particularly in categories adjacent to Coach’s core handbag business, including apparel, outerwear, small leather goods, and lifestyle accessories, but lack Coach’s combination of legacy, quality, and circularity. Archetypically, Coach embodies elements of both the Creator and the Everyperson brand archetypes. The Creator is expressed through Coach’s longstanding emphasis on craftsmanship, design innovation, and material quality, particularly in its leather goods. Campaigns frequently highlight the process of making, the transformation of raw materials into finished products, and the idea that well-designed items can express individuality and personal style. Initiatives such as Coachtopia further reinforce the Creator archetype by framing sustainability as a form of innovation, emphasizing the reimagining of discarded materials into new designs. Coach reflects the Everyperson archetype through its approachable luxury positioning and inclusive tone. Unlike traditional luxury brands that emphasize exclusivity and status, Coach’s messaging often suggests that its products fit naturally into everyday life and are accessible to a wide range of consumers. This archetype is reinforced through relatable storytelling, collaborations with popular media properties, and messaging that positions Coach products as practical yet stylish companions for daily experiences. Together, these archetypes allow Coach to balance creativity and accessibility, presenting the brand as both thoughtfully designed and genuinely attainable.

To Gen Z and young millennial consumers who value style, storytelling, and sustainability, Coach is the accessible-luxury accessories brand that blends heritage craftsmanship with modern self-expression because it offers timeless designs, circular fashion innovation, and culturally resonant collaborations.

Crafted to last

Courage to Be Real.



**COACH**  
NEW YORK



**Coachtopia**

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# COACH BRAND EXPLORATORY

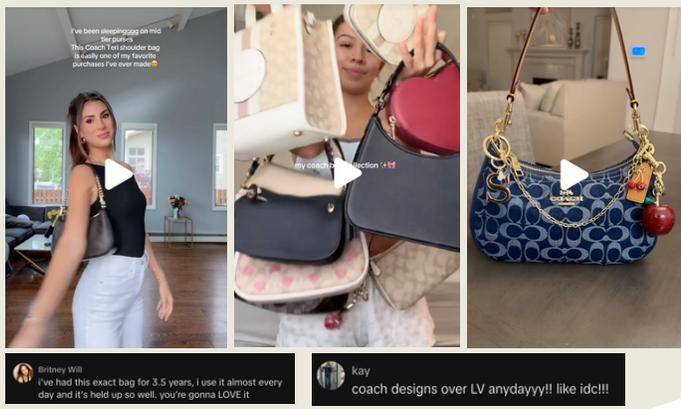
Consumers consistently associate Coach with accessible luxury, quality leather craftsmanship, and recognizable handbag icons. The brand's New York roots and long-standing emphasis on leather goods shape a perception of durability, classic styling, and reliable quality. However, alongside positive associations, a tension emerges in consumer sentiment around Coach's reliance on leather. Social media comment sections frequently include emotionally charged critiques urging the brand to "ditch leather," "switch to vegan alternatives," or stop "greenwashing." These comments frame Coach as out of touch with evolving expectations around animal welfare and environmental responsibility. Since Coach's marketing strategy is heavily digital, consumer pushback is highly visible. The same platforms that amplify brand messaging also amplify criticism, creating a dual narrative on Coach's owned channels: admiration for craftsmanship and design, along with with skepticism about ethics. Reddit threads and exposé-style videos add another layer, with users describing Coachtopia as "garbage," critiquing designs as "way too Gen Z," or saying they would "get the real thing," signaling that skepticism extends beyond ethics into design relevance and product authenticity. This dynamic suggests that sustainability messaging, such as ReLoved and Coachtopia, has not fully bridged the perception gap for some audiences.

Coach made several headlines in 2024-2025 following the Gen-Z-focused rebrand it began in 2020, with media outlets such as Forbes, Cosmopolitan, Business Insider, and InStyle highlighting the brand's unexpected comeback. Coverage consistently emphasized Coach's renewed relevance, noting how its combination of nostalgia, modern design, and digital-first storytelling reshaped perceptions of the company from a fading legacy label into a contemporary fashion brand.

This resurgence has strengthened Coach's image among Gen Z and young millennials, who respond to its blend of nostalgia, Y2K aesthetics, and high-visibility celebrity partnerships. Social media content, limited-edition drops, and creator collaborations have helped the brand feel culturally current, positioning Coach as a stylish, trend-aware label that still retains its heritage roots. Younger consumers have also responded strongly to recent releases of charms, chains, and letter accessories that allow customers to personalize their bags to reflect individual tastes, with many users sharing styling ideas and bag customizations online. Online discussions also suggest that younger consumers increasingly favor Coach's accessible luxury positioning over traditional high-end brands, with comments such as "I've been sleeping on mid tier purses" and "coach designs over LV" reflecting shifting preferences. While Coach's own messaging, such as the slogan "Crafted to Last," emphasizes durability, consumers frequently reinforce this claim themselves, with posts noting "i've had this...3.5 years...it's held up so well," adding an additional layer of third-party credibility.



it doesn't give LUXURIOUS LOVELY like other coach.  
It reminds me of Growtopia and Poptropica which are games.  
I find the designs way too genz for me personally  
coachtopia is garbage I would get the real thing!



TikTok videos and comments under #coach  
**COM 8302**

From 'mom bag' to 'it bag': The reinvention of Coach

Why We're Falling In Love With Coach Again

How Coach got its cool back

Gen Z Loves Coach

Coach is in it's glow up era

You can't kill Coach

03/01/2026

# COACH

## BRAND ASSESSMENT & RECCOMENDATIONS

Coach's current brand reality is that of a refreshed accessible-luxury brand with a rich heritage, iconic products that connect culturally, and growing appeal with Gen Z. However, consumer perception is more complex. While many celebrate Coach's "glow-up era," (Sabharwal, 2024) others criticize its heavy use of leather and doubt how genuine its sustainability claims are because of it. This creates a perception gap between what Coach communicates, such as values of craftsmanship, circularity, and modern luxury, and what some consumers believe, as seen in social-media comment threads filled with calls to "ditch leather" and accusations of not being as "luxurious lovely" (@cardiacpanda, 2025) as Coach typically is.

The brand's strengths lie in its history, product icons, cultural momentum, and consistent brand experience across online and offline channels, including the in-store experience, product packaging, social media content and film campaigns. Its weaknesses include controversies around materials, inconsistent sustainability messaging and a growing emphasis on younger consumers that risks neglecting the brand's legacy with older audiences. A key weakness is the brand's hesitancy to fully address leather use, as currently, Coachtopia feels almost separate from the main brand, as if it's handling environmental concerns so Coach itself doesn't have to.

To maintain momentum and strengthen brand equity, Coach should sharpen its story, clarify its values, and evolve in ways that truly connect with younger, ethically minded consumers, as well as longterm fans. Recommendations to do so follow:

### REFRAME LEATHER THROUGH TRANSPARENCY AND CIRCULAR EMPHASIS



Coach's identity is built on leather craftsmanship, yet consumer sentiment shows growing discomfort with animal-derived materials. Rather than abandoning leather, which could weaken the brand's identity, Coach should reframe it as responsible, traceable, and repairable within its heritage story. While the website notes that leather is responsibly sourced, this message is buried in the About and Sustainability tabs and needs more prominent promotion. Clearer communication, along with expanding ReLoved and Coachtopia into visible main-brand pillars and leveraging media coverage to highlight repair, refurbishment, and longevity, can reinforce craftsmanship while addressing the ethical concerns that matter to Gen Z.

### EXPAND PERSONALIZATION & SELF EXPRESSION



Coach has begun offering bag charms, scarves, chains, and other accessories to let customers personalize their bags and express themselves, a move that resonates with Gen Z, 57% of whom prefer product customization as a way to showcase individuality (Numerator, 2025). However, current offerings face two key challenges. First, most charms are priced between \$70-\$200, which many consumers flag as too high; lowering or tiering prices could encourage more use of Coach accessories. Second, the assortment is limited and doesn't fully reflect the diverse interests and personalities of younger consumers. By expanding the variety of add-ons and making personalization more accessible, Coach can strengthen its relevance and deepen engagement with Gen Z. This also highlights the opportunity to pursue additional brand collaborations, such as with another Gen Z favorite, Jellycat.

### REINFORCE MULTI-GENERATIONAL APPEAL



Consumer feedback suggests that some longtime customers feel distanced by newer product lines, particularly Coachtopia, which is often described as "too Gen Z," less "luxurious," or "not the real thing." Although these initiatives are meant to expand the brand, some consumers see them as a departure from Coach's traditional identity. To address this, Coach should emphasize its evolution while staying rooted in its heritage through visible classic silhouettes, multi-generational marketing, and storytelling that reinforces its legacy. This could include partnering with cultural icons who resonate with older audiences, not just Gen Z, as brand ambassadors. This approach can attract younger consumers without alienating loyal customers who remain important to long-term brand equity.



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