

APPAREL AND ACCESSORIES

Coach Inc. rebrands to reflect multi-brand mindset

October 11, 2017



Coach, Inc. is transitioning to Tapestry. Image credit: Coach

By STAFF REPORTS

U.S. fashion group Coach, Inc. is changing its name to Tapestry as it seeks to further the transformation of its business into a portfolio of brands.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

In just three years, what was formerly a company with the singular Coach brand has added to its holdings with the acquisitions of Stuart Weitzman and Kate Spade. Effective from Oct. 31, the Tapestry name is meant to evoke the individuality and the "collective beauty" of the group's labels.

Name change

Coach, Inc. has turned itself into the first New York-based luxury group by buying brands that are similarly positioned in the retail market but with differing aesthetics. The chosen labels share an outlook of inclusivity while also focusing on craftsmanship.

After buying Stuart Weitzman in 2015 and Kate Spade earlier this year, the company is giving itself a new name. Coach worked with Carbone Smolan Agency on its rebranding.



Kate Spade joined Coach, Inc. this summer. Image credit: Kate Spade

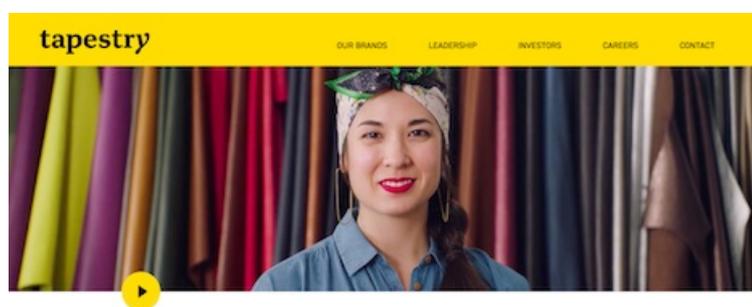
"We are now at a defining moment in our corporate reinvention, having evolved from a mono-brand specialty retailer to a true house of emotional, desirable brands, all leveraging our strong operational foundation," said Victor Luis, CEO of Coach, Inc., in a statement.

"Each of our brands has a unique proposition, fulfilling different fashion sensibilities and emotional needs within the very attractive and growing \$80 billion global market for premium handbag and accessories, footwear and outerwear," he said. "At the same time, our brands are also built upon the shared values of optimism, inclusivity and innovation.

"We searched for a name to reflect these values while also expressing the cultural diversity of our people and our brands for today and tomorrow. In Tapestry, we found a name that speaks to creativity, craftsmanship, authenticity and inclusivity on a shared platform and values. As such, we believe that Tapestry can grow with our portfolio and with our current brands as they extend into new categories and markets.

"The name embodies our creative brand-led and consumer-focused business, while also representing the deep heritage of the group. Most importantly, we are establishing a strong and distinct corporate identity, which enables our brands to express their individual personalities and unique language to consumers."

Aligned with the name change, Coach has set up a new Tapestry Web site to house company information, including investor relations and career listings.



Individual Expression. Collective Beauty.

Screenshot of Tapestry Web site. Image credit: Coach, Inc.

As part of the rebranding, the company's stocks, currently trading under COH in New York TPR. In Hong Kong, the exchange symbol 6388 will be unaltered under the rename.

Other luxury groups have looked to further brand their companies with a name change.

In 2013, the conglomerate formerly known as PPR solidified its focus on luxury and sports brands by changing its name.

The Paris-based group chose a name change to signify the transition it has made in the past seven years. As a result, Kering could streamline its business activities, but the switch will not alter its brands aside from an improved internal structure ([see story](#)).