

APPAREL AND ACCESSORIES

Tapestry's Coach puts end to destroying unwanted items

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In response to angry internet users, the brand is putting an end to its wasteful policy. Image credit: Coach

By LUXURY DAILY NEWS SERVICE

Tapestry's Coach brand has publicly addressed criticism over its handling of unwanted goods, and promises to cease the destruction of damaged or unsellable products.

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Following uproar on short-form video platform TikTok, the handbag and accessories brand is committed to reusing these products in its Re(Loved) program and other circularity initiatives. According to Anne Sacks, the individual who posted the viral TikTok exposing the brand, Coach's previous policy was to slash and throw away its unwanted merchandise.

Coming clean

The nearly one-minute TikTok video, posted on Oct. 9, has collected more than 2.5 million views and more than 500,000 likes, and caught the attention of online luxury watchdog Diet Prada.

[@thetrashwalker#coach #donatedontdump #retailmademe #dumpsterdiving #shopping #climatechange #haul #free #eco #recycle #donate #nyc #thrift #repair #fashion #style Waltz of the Flowers - The Nutcracker - Pyotr Ilyich Tchaikovsky](#)

The account echoed Ms. Sacks in calling out the brand's repair program, which encourages Coach consumers to repair items as opposed to throwing them out, as hypocritical.

Ms. Sacks and Diet Prada both suggested the destruction policy was executed as part of a strategic tax write off. Diet Prada, a fashion industry watchdog, explained how damaging goods ultimately lowers a retailer's gross profit, thus reducing its tax bill.

In response to the destruction allegations made against Coach, the brand posted to its Instagram account on Tuesday that it will no longer destroy unwanted merchandise, and promises to develop and implement solutions to responsibly repurpose, recycle and reuse excess or damaged products.

[View this post on Instagram](#)

A post shared by Coach (@coach)

Coach responds to critics

In the post, the brand also shared efforts it made last year to support education programs, low-income families, individuals in need and those re-entering the workforce.

In a caption, Coach wrote, "we always strive to do better and we are committed to leading with purpose and embracing our responsibility as a global fashion brand to [affect] real and lasting change for our industry."

In 2019, the French Senate has approved legislation that would ban the destruction of unsold non-food items, including luxury goods and cosmetics, as overstock practices continue to draw scrutiny.

Some luxury companies have admitted to destroying finished goods to prevent items from being sold in the "gray market," a strategy used to avoid diminishing their brands. Swiss conglomerate Richemont and British fashion house Burberry are among the brands that have been criticized and changed their policies ([see story](#)).

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