



Tapestry's Culture of Curiosity Turns AI Experimentation into Business Advantage

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At its second annual Future Now AI Summit, employees across the company turning hands-on AI experimentation into practical business impact

NEW YORK--(BUSINESS WIRE)--Aug. 7, 2026-- Tapestry, Inc. (NYSE: TPR), the global house of iconic brands consisting of Coach and Kate Spade New York, hosted its second annual Future Now AI Summit at its global headquarters, bringing together teams to share what they are building, testing, and learning as they put AI to work across the business.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260807183230/en/>



Future Now AI Summit at Tapestry's NYC Headquarters

Live at Future Now AI Summit
More than 20 cross-functional teams demonstrated early-stage and in-market work, including:

- **Consumer Insights Lab:** AI-powered research capabilities helping teams understand consumer motivations, behaviors and preferences at greater speed and scale.
- **AI-Powered Store Associate Training:** Realistic simulations and personalized feedback designed to help associates build confidence and consistency in customer conversations.
- **Enterprise Decision Intelligence:** Patented platforms that connect information across the business, helping teams surface insights faster and respond more quickly to shifts in consumer and market trends.

All in on Culture

The event reflects a deliberate strategy: AI becomes a business advantage only when the right conditions are already in place. At Tapestry, that means a culture that rewards curiosity and experimentation, sustained investment in resources, an intentional effort to put those tools in the hands of employees and associates moving the business forward every day, and a commitment to continuous learning. Combined with the deep emotional intelligence and cultural fluency that have always set Tapestry's teams apart, these are the conditions that let AI drive growth rather than simply automate tasks.

"I always say that the only constant in retail is change, and AI is rapidly transforming consumer behavior and expectations for the brands they choose," said Joanne Crevoiserat, Chief Executive Officer of Tapestry. ***"Our greatest competitive advantage will always be our people, and Tapestry's culture of innovation is empowering our teams to embrace AI as a way to understand consumers more deeply, spark even more creativity, and move faster."***

Curiosity, From Store Floor to Data Teams

Tapestry's approach to AI starts with its people, not its technology. Throughout the enterprise, across retail, supply chain, finance, data analysis, and more, the company gives employees room to explore new technology and apply them to real business problems. That mindset extends to the tools themselves: Tapestry has invested in building a patented decision intelligence layer, Mira, powered by its patented enterprise data foundation, Global Data Fabric, so insight isn't locked inside a central team but available to the people closest to the decisions.

Learning as the Objective

The Future Now AI Summit is one part of a broader goal of building capacity, not a single showcase moment. Tapestry is committed to a variety of ways to give employees time and space to build fluency with emerging technology. This mindset comes to life through the Future Now Innovation Challenge, a three-day experience running parallel to the AI Summit where teams work together to develop AI-enabled solutions for business challenges and present their ideas to company leaders.

Tapestry sees AI adoption as an ongoing practice: the Future Now AI Summit and continuous access to the latest tools and training helps teams discover new use cases, hone sharper questions, and apply lessons that will shape the year ahead.

About Tapestry, Inc.

Our global house of iconic accessories and lifestyle brands unites the magic of Coach and Kate Spade New York. Together, we stretch what's possible – advancing brands further than they could go alone, expanding their reach to new geographies and generations. Inspired by our consumers, we create experiences and products that build lasting brand love and elevate everyday life. To learn more about Tapestry, please visit www.tapestry.com.

For important news and information regarding Tapestry, visit the Investor Relations section of our website at www.tapestry.com/investors. In addition, investors should continue to review our news releases and filings with the SEC. We use each of these channels of distribution as primary channels for publishing key information to our investors, some of which may contain material and previously non-public information. The Company's common stock is traded on the New York Stock Exchange under the symbol TPR.

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