



Shoppers Can Now Buy Coach and Kate Spade Products in the Gemini App and Google Search, Including AI Mode

September 16, 2026

- Coach and Kate Spade products are now purchasable directly within Google Search, including AI Mode, and the Gemini app
- Customers complete single-item checkout in a few taps via Google Pay — no website redirect required
- Checkout is powered by the Universal Commerce Protocol (UCP), an open industry standard for agentic commerce
- Each transaction requires explicit consumer approval
- Live in the U.S. now

NEW YORK--(BUSINESS WIRE)--Sep. 16, 2026-- Tapestry (NYSE: TPR), a house of iconic accessories and lifestyle brands, is bringing Coach and Kate Spade into Google's AI shopping ecosystem, making products purchasable directly from Google Search, including AI Mode, and the Gemini app.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260916065964/en/>

How It Works

Now, when consumers discover a Coach or Kate Spade item while using Gemini or AI Mode, a "Buy" button appears inline. After selecting their product, customers can complete checkout in just a few taps using Google Pay. This eliminates the need for website redirects and streamlines the path to purchase.

"Consumer behaviors are always evolving. At one time, discovery happened in a store window or a magazine. Then, it happened on social media. Now it's happening inside a conversation with AI," said Joanne Crevoiserat, Chief Executive Officer of Tapestry. "Our goal is for shoppers to find and engage with our brands at the moment when inspiration strikes, whether it be when a consumer passes by one of our stores, peruses our websites, or chats with AI."

Flexible Architecture for an Evolving AI Landscape

Tapestry moved from concept to launch-ready quickly, implementing the Universal Commerce Protocol (UCP), an open industry standard for agentic commerce backed by several major tech and eCommerce companies.

"We built this layer to work with our existing operations today, but it's truly protocol agnostic, so we can quickly move into new AI environments as consumer behaviors evolve," said Yang Lu, Chief Information and Digital Officer at Tapestry. "That's possible because of the strategic investments we've made in technology capabilities and infrastructure as well as the strength of our data and consumer insights engine."

Consumer Control and Transaction Security

Importantly, each transaction is secure through Google Pay, ensuring a purchase requires a consumer's explicit approval. This keeps shoppers in control of every transaction as AI plays a growing role in how people discover and buy products.

Availability and Rollout

UCP-powered checkout is now live in the U.S., with plans to expand across geographies in the future.

Part of Tapestry's Broader AI and Innovation Strategy

This launch is part of Tapestry's broader AI strategy, which focuses on using artificial intelligence to help power the company's growth by connecting its brands more directly to consumers, strengthening business capabilities, and enabling transformation across its teams and operations.

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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Source: Tapestry