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Coach Appoints Stuart Vevers Executive Creative Director

June 24, 2013

NEW YORK--(BUSINESS WIRE)--Jun. 24, 2013-- Coach, Inc. (NYSE: COH, SEHK: 6388), a leading marketer of modern classic American accessories, today announced the appointment of Stuart Vevers as Executive Creative Director.

“The appointment of Stuart Vevers marks an important milestone in our brand transformation, currently underway,” said Lew Frankfort, Chairman and Chief Executive Officer of Coach, Inc. “We are extremely pleased that he will be leading our strong creative team already in place, bringing his unique aesthetic and personal style to Coach. His depth and breadth of experience will be an invaluable asset to the business in general - and the design team in particular - as we continue to evolve the brand.”

Reporting directly to Coach’s President and Chief Commercial Officer, Victor Luis, Mr. Vevers will be responsible for leading all creative aspects of the Coach brand, including women’s and men’s design, brand imagery, and store environments.

Mr. Vevers joins Coach from Loewe where he held the role of Creative Director since 2008. Prior to Loewe, he served as Creative Director of Mulberry from 2005 to 2008. He started his career at Calvin Klein, and his extensive luxury experience and recognition as one of the most prominent creative leaders in his field has resulted from his successful contributions in critical roles with Bottega Veneta, Givenchy, and Louis Vuitton. In 2006, Mr. Vevers won the British Fashion Council’s Accessory Designer of the Year award.

Victor Luis added, “Stuart is recognized as one of the world’s leading accessories designers. His passion, leadership skills, and broad luxury brand experience, focused on leathergoods, uniquely qualify him to lead the next chapter of Coach. I am confident that his creative expertise - grounded in accessories - will enable him to draw upon Coach’s rich history to create innovative product and brand imagery, elevating the customer experience and creating a fuller expression of the brand.”

“Coach is an exceptional brand and company that I’ve long admired for its rich heritage,” said Mr. Vevers. “I am excited to drive Coach’s next stage of transformation.”

Mr. Vevers succeeds Reed Krakoff who informed the company of his decision not to renew his contract to focus exclusively on his namesake brand. "We have great admiration for Reed’s accomplishments” said Lew Frankfort. "We wish him every success in the future and look forward to welcoming Stuart.”

Coach, with headquarters in New York, is a leading American marketer of fine accessories and gifts for women and men, including handbags, men’s bags, women’s and men’s small leathergoods, footwear, outerwear, watches, weekend and travel accessories, scarves, sunwear, fragrance, jewelry and related accessories. Coach is sold worldwide through Coach stores, select department stores and specialty stores, and through Coach’s website at www.coach.com. Coach’s common stock is traded on the New York Stock Exchange under the symbol COH and Coach’s Hong Kong Depositary Receipts are traded on The Stock Exchange of Hong Kong Limited under the symbol 6388.

Neither the Hong Kong Depositary Receipts nor the Hong Kong Depositary Shares evidenced thereby have been or will be registered under the U.S. Securities Act of 1933, as amended (the "Securities Act"), and may not be offered or sold in the United States or to, or for the account of, a U.S. Person (within the meaning of Regulation S under the Securities Act), absent registration or an applicable exemption from the registration requirements. Hedging transactions involving these securities may not be conducted unless in compliance with the Securities Act.

This press release contains forward-looking statements based on management's current expectations. These statements can be identified by the use of forward-looking terminology such as "may," "will," "should," "expect," "intend," “ahead,” "estimate," "on track," “on course,” “forward to,” “future,” “to lead,” "are positioned to," "continue," "project," "guidance," “target,” "forecast," "anticipated," or comparable terms. Future results may differ materially from management's current expectations, based upon risks and uncertainties such as expected economic trends, the ability to anticipate consumer preferences, the ability to control costs, etc. Please refer to Coach’s latest Annual Report on Form 10-K and its Quarterly Report on Form 10-Q for the quarterly period ended March 30, 2013 for a complete list of risk factors.

Source: Coach, Inc.

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