

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL	
OMB Number:	3235-0287
Estimated average burden	
hours per response:	0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* FRANKFORT LEW (Last) (First) (Middle) COACH 516 W. 34TH ST. (Street) NEW YORK NY 10001 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol COACH INC [COH]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) Chairman of the Board and CEO
	3. Date of Earliest Transaction (Month/Day/Year) 06/24/2004	
4. If Amendment, Date of Original Filed (Month/Day/Year) 06/28/2004		

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	06/24/2004		M		23,281	A	\$25.3	1,811,822	D	
Common Stock ⁽¹⁾	06/24/2004		F		208,871	D	\$45.343	1,602,951	D	
Common Stock	06/24/2004		M		3,602	A	\$36.12	1,606,553	D	
Common Stock	06/24/2004		M		16,041	A	\$36.71	1,622,594	D	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Stock Option	\$45.0438	06/24/2004		A		7,449		12/24/2004	08/26/2008	Common Stock	7,449	\$0	7,499	D	
Stock Option	\$45.0438	06/24/2004		A		10,753		12/24/2004	01/28/2008	Common Stock	10,753	\$0	10,753	D	
Stock Option	\$45.0438	06/24/2004		A		10,035		12/24/2004	08/27/2008	Common Stock	10,035	\$0	10,035	D	
Stock Option	\$45.0438	06/24/2004		A		13,821		12/24/2004	08/27/2008	Common Stock	13,821	\$0	13,821	D	
Stock Option	\$45.0438	06/24/2004		A		7,195		12/24/2004	08/26/2006	Common Stock	7,195	\$0	7,195	D	
Stock Option	\$45.0438	06/24/2004		A		9,135		12/24/2004	08/30/2005	Common Stock	9,135	\$0	9,135	D	
Stock Option	\$45.0438	06/24/2004		A		13,671		12/24/2004	08/28/2004	Common Stock	13,671	\$0	13,671	D	
Stock Option	\$25.2962	06/24/2004		M			23,281	12/19/2004	08/24/2004	Common Stock	23,281	\$0	0	D	
Stock Option	\$36.1208	06/24/2004		M			3,602	06/22/2004	08/24/2004	Common Stock	3,602	\$0	0	D	
Stock Option	\$36.7134	06/24/2004		M			651	12/24/2004	08/24/2004	Common Stock	651	\$0	0	D	
Stock Option	\$36.7134	06/24/2004		M			5,839	06/23/2004	08/24/2004	Common Stock	5,839	\$0	0	D	
Stock Option	\$36.7134	06/24/2004		M			10,389	06/23/2004	08/30/2005	Common Stock	10,389	\$0	0	D	
Stock Option	\$36.7134	06/24/2004		M			171,785	06/23/2004	08/09/2011	Common Stock	171,785	\$0	0	D	
Stock Option	\$36.7134	06/24/2004		M			12,229	06/23/2004	01/28/2008	Common Stock	12,229	\$0	0	D	
Stock Option	\$36.7134	06/24/2004		M			15,548	06/23/2004	08/28/2007	Common Stock	15,548	\$0	0	D	
Stock Option	\$36.7134	06/24/2004		M			15,767	06/23/2004	08/28/2007	Common Stock	15,767	\$0	0	D	
Stock Option	\$36.7134	06/24/2004		M			651	12/24/2004	08/24/2004	Common Stock	651	\$0	0	D	

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Stock Option	\$36.1734	06/24/2004		M			5,839	06/23/2004	08/24/2004	Common Stock	5,839	\$0	0	D	
Stock Option	\$36.7134	06/24/2004		M			10,389	06/23/2004	08/30/2005	Common Stock	10,389	\$0	0	D	
Stock Option	\$36.7134	06/24/2004		M			171,785	06/23/2004	08/09/2011	Common Stock	171,785	\$0	0	D	
Stock Option	\$36.7134	06/24/2004		M			12,229	06/23/2004	01/28/2004	Common Stock	12,229	\$0	0	D	
Stock Option	\$36.7134	06/24/2004		M			15,548	06/23/2004	08/28/2007	Common Stock	15,548	\$0	0	D	
Stock Option	\$36.7134	06/24/2004		M			15,767	06/23/2004	08/28/2007	Common Stock	15,767	\$0	0	D	
Stock Option	\$36.7134	06/24/2004		M			20,380	06/23/2004	08/28/2004	Common Stock	20,380	\$0	0	D	
Stock Option	\$36.7134	06/24/2004		M			21,105	06/23/2004	08/28/2004	Common Stock	21,105	\$0	0	D	
Stock Option	\$36.7134	06/24/2004		M			11,413	12/24/2004	08/27/2004	Common Stock	11,413	\$0	0	D	
Stock Option	\$36.7134	06/24/2004		M			9,551	06/23/2004	08/24/2004	Common Stock	9,551	\$0	0	D	
Stock Option	\$45.0438	06/24/2004		A			17,919	12/24/2004	08/28/2007	Common Stock	17,919	\$0	17,919	D	
Stock Option	\$45.0438	06/24/2004		A			18,557	12/24/2004	08/28/2004	Common Stock	18,557	\$0	0	D	

Explanation of Responses:

1. These shares were sold to pay for the cost of, and the taxes for, the exercise of the derivative security described above.

Daniel J. Ross, Assistant
Secretary, pursuant to power of
attorney filed with the
Commission 07/02/2004

** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.