

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

OMB APPROVAL
OMB NUMBER: 3235-0104
EXPIRES:
December 31, 2001
ESTIMATED AVERAGE
BURDEN HOURS
PER RESPONSE..... 0.5

INITIAL STATEMENT OF
BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the
Securities Exchange Act of 1934,
Section 17(a) of the Public Utility
Holding Company Act of 1935
or Section 30(f) of the Investment
Company Act of 1940

1. Name and Address of Reporting Person

DeMattei	David	
(Last)	(First)	(Middle)
c/o Coach, Inc.	516 West 34th Street	
	(Street)	
New York	NY	10001
(City)	(State)	(Zip)

2. Date of Event Requiring Statement (Month/Day/Year)
on or about October 4, 2000 (effectiveness of registration)

3. I.R.S. Identification Number of Reporting Person, if an entity
(voluntary)

4. Issuer Name and Ticker or Trading Symbol
Coach, Inc. COH

5. Relationship of Reporting Person(s) to Issuer (Check all applicable)
 Director
 10% Owner
 Officer (give title below)
 Other (specify title below)
 President, Retail Division

6. If Amendment, Date of Original (Month/Day/Year)

7. Individual or Joint/Group Filing (Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

TABLE I - NON-DERIVATIVE SECURITIES BENEFICIALLY OWNED

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
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No securities of Common Stock of Coach, Inc. are beneficially owned

TABLE II - DERIVATIVE SECURITIES BENEFICIALLY OWNED
(E.G., PUTS, CALLS, WARRANTS, OPTIONS, CONVERTIBLE SECURITIES)

1. Title of Derivative Security (Instr. 4)

None

2. Date Exercisable and Expiration Date (Month/Day/Year)

N/A N/A
Date Exercisable Expiration Date

3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)

N/A N/A
Title Amount or Number of Shares

4. Conversion or Exercise Price of Derivative Security

N/A

5. Ownership Form of Derivative Security: Direct(D) or Indirect(I)
(Instr. 5)

N/A

6. Nature of Indirect Beneficial Ownership (Instr. 5)

N/A

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EXPLANATION OF RESPONSES:

/s/ David DeMattei October 1, 2000

David DeMattei DATE

** SIGNATURE OF REPORTING PERSON

** 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.

POTENTIAL PERSONS WHO ARE TO RESPOND TO THE COLLECTION OF INFORMATION
CONTAINED IN THIS FORM ARE NOT REQUIRED TO RESPOND UNLESS THE FORM
DISPLAYS A CURRENTLY VALID OMB NUMBER.

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