
 OMB APPROVAL

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UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D.C. 20549

FORM 144

NOTICE OF PROPOSED SALE OF SECURITIES
 PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

ATTENTION: Transmit for filing 3 copies of this form concurrently with either placing an order with a broker to execute sale or executing a sale directly with a market maker.

 1 (a) NAME OF ISSUER (b) IRS IDENT.NO. (c) S.E.C. file no.
 (Please type or print) Coach, Inc. 52-2242751 1-16153

1 (d) ADDRESS OF ISSUER STREET CITY STATE ZIP CODE (e) TELEPHONE NO.
 516 W. 34th STREET NEW YORK, NY 10001 AREA Code NUMBER
 212 594-1850

2 (a) NAME OF PERSON (b) IRS IDENT. NO. (c) RELATIONSHIP (d) ADDRESS STREET CITY STATE ZIP CODE
 FOR WHOSE ACCOUNT TO ISSUER
 THE SECURITIES ARE TO BE SOLD Officer,
 Lew Frankfort Director C/O COACH, INC., NEW YORK, NY 10001
 516 W. 34TH ST.,

INSTRUCTION: The person filing this notice should contact the issuer to obtain the I.R.S. Identification Number and the S.E.C. File Number.

3 (a) Title of the Class of Securities To Be Sold (b) Name and Address of Each Broker Through Whom the Securities are to be Offered or Each Market Maker who is Acquiring the Securities SEC USE ONLY BROKER-DEALER FILE NUMBER (c) Number of Shares or Other Units To Be Sold (See instr. 3(c)) (d) Aggregate Market Value (See instr. 3(d)) (e) Number of Shares or Other Units Outstanding (See instr. 3(e)) (f) Approximate Date of Sale (See instr. 3(f)) (MO. DAY YR.) (g) Name of Each Securities Exchange (See instr. 3(g))

 Common Stock, par value \$.01 per share Mellon Investor Services 85 Challenger Road Ridgefield Park, NJ 07660 260,000 * \$14,154,400** 44,352,422 June 12, 2002 New York Stock Exchange

* Note: these shares are being sold pursuant to the Issuer's 2000 Stock Incentive Plan in connection with the cashless exercise of stock options described in Table I below. This sale is to cover the purchase of a second home and to pay taxes on the sale of stock. After this transaction, Lew Frankfort's outright ownership in COH shares remains at nearly 190,000 shares, and his total ownership, including shares subject to options, is at nearly 1,400,000 million shares, reflecting his positive outlook for the Company's prospects.

INSTRUCTIONS:

1. (a) Name of issuer
 - (b) Issuer's I.R.S. Identification Number
 - (c) Issuer's S.E.C. file number, if any
 - (d) Issuer's address, including zip code
 - (e) Issuer's telephone number, including area code
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2. (a) Name of person for whose account the securities are to be sold
 - (b) Such person's I.R.S. Identification number, if such person is an entity
 - (c) Such person's relationship to the issuer (e.g., officer, director, 10% stockholder, or member of immediate family of any of the foregoing)
 - (d) Such person's address, including zip code
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3. (a) Title of the class of securities to be sold
 - (b) Name and address of each broker through whom the securities are intended to be sold
 - (c) Number of shares or other units to be sold (if debt securities, give the aggregate face amount)
 - (d) Aggregate market value of the securities to be sold as of a specified date within 10 days prior to the filing of this notice
 - (e) Number of shares or other units of the class outstanding, or if debt securities the face amount thereof outstanding, as shown by the most recent report or statement published by the issuer
 - (f) Approximate date on which the securities are to be sold
 - (g) Name of each securities exchange, if any, on which the securities are intended to be sold

TABLE I -- SECURITIES TO BE SOLD

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 CONTROL NUMBER. SEC 1147 (7-97)

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

TITLE OF THE CLASS -----	DATE YOU ACQUIRED -----	NATURE OF ACQUISITION TRANSACTION -----	NAME OF PERSON FROM WHOM ACQUIRED (IF GIFT, ALSO GIVE DATE ACQUIRED) -----	AMOUNT OF SECURITIES ACQUIRED -----	DATE OF PAYMENT -----	NATURE OF PAYMENT -----
Common Stock, par value \$.01 per share	June 12, 2002	Exercise of Stock Options Options under Coach, Inc. 2000 Stock Incentive Plan; shares registered under Securities Act of 1933.	Coach, Inc.	411,385	June 12, 2002	Cashless Exercise of Stock Options

- INSTRUCTIONS:
1. If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.
 2. If within two years after the acquisition of the securities the person for whose account they are to be sold had any short positions, put or other option to dispose of securities referred to in paragraph (d)(3) of Rule 144, furnish full information with respect thereto.

TABLE II -- SECURITIES SOLD DURING THE PAST 3 MONTHS

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

NAME AND ADDRESS OF SELLER -----	TITLE OF SECURITIES SOLD -----	DATE OF SALE -----	AMOUNT OF SECURITIES SOLD -----	GROSS PROCEEDS -----
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REMARKS:

INSTRUCTIONS:

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

ATTENTION:

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed.

June 12, 2002

DATE OF NOTICE

/s/ LEW FRANKFORT

(SIGNATURE)

The notice shall be signed by the person for whose account the securities are to be sold. At least one copy of the notice shall be manually signed. Any copies not manually signed shall bear typed or printed signatures.

ATTENTION:

INTENTIONAL MISSTATEMENTS OR OMISSION OF FACTS CONSTITUTE FEDERAL CRIMINAL
VIOLATIONS (SEE 18 U.S.C. 1001)