FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL									
OMB Number:	3235-0287								
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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* DEVINE MICHAEL F III				2. Issuer Name and Ticker or Trading Symbol COACH INC [COH]						(Che	elationship o ck all applica Director	able)	y Pers	on(s) to Iss 10% Ov Other (s	vner			
(Last) (First) (Middle) C/O OCACH LAW DEPARTMENT 516 W 34TH STREET				3. Date of Earliest Transaction (Month/Day/Year) 08/06/2003						_ X	below)			below)	`			
(Street) NEW YORK NY 1001					4. If Amendment, Date of Original Filed (Month/Day/Year)							Line)	Individual or Joint/Group Filing (Check Applicable ne) X Form filed by One Reporting Person Form filed by More than One Reporting Person					
(City)	(City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned																	
1. Title of Security (Instr. 3) 2. Transac Date (Month/Date)					2A. Deemed Execution Date,			3. Transaction Code (Instr. 8) 4. Securities Acquired (ADisposed Of (D) (Instr. 35)			A) or	5. Amour Securitie Beneficia Owned F	nt of 6. Ones Formally (D) of oliowing d		: Direct Indirect str. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
	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 Da if any (Month/Day/Y	Cod	nsaction de (Instr.	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisabl Expiration Date (Month/Day/Year)		of Securities		ecurity	8. Price of Derivative Security (Instr. 5)	9. Number derivative Securities Beneficial Owned Following Reported Transactio (Instr. 4)	e s ally g	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Cod	de V	(A)		Date Exercisable		Expiration Date	Title	O N O	umber					
Stock Option ⁽¹⁾	\$51.5	08/06/2003		A		40,000		08/08/1988 ⁽²	9 0	08/06/2013	Commo Stock	ⁿ 4	0,000	\$0	40,000	0	D	

Explanation of Responses:

- 1. Granted under 2000 Stock Incentive Plan of Issuer.
- 2. These options vest in 1/3 increments over a 3 year period on 8/6/04, 8/6/05 and 8/6/06.

Michael F. Devine III 08/08/2003

Daniel J. Ross, Assistant

Secretary, pursuant to a power 08/08/2003

<u>of</u>

** 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.

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