

SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of report (Date of earliest event reported): August 2, 2011

Coach, Inc.

(Exact name of registrant as specified in its charter)

Maryland
(State of
Incorporation)

1-16153
(Commission File Number)

52-2242751
(IRS Employer
Identification No.)

516 West 34th Street, New York, NY 10001
(Address of principal executive offices) (Zip Code)

(212) 594-1850
(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 2.02: Results of Operations and Financial Condition.

On August 2, 2011, Coach, Inc. (the “Company”) issued a press release (the “Press Release”) in which the Company announced its financial results for its fiscal quarter and year ended July 2, 2011. All information in the Press Release is being furnished to the Securities and Exchange Commission and shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934 (the “Exchange Act”) or otherwise subject to liability under that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as expressly set forth by specific reference in such a filing.

The attached press release includes the following Non-GAAP financial information:

- Percentage changes in sales, net income, earnings per share, operating income, direct-to-consumer sales, North American same store sales, Coach Japan sales, and indirect sales, from the same periods in the prior fiscal quarter and year have been presented both including and excluding the effect of the 14th and 53rd weeks of the fiscal 2010 fourth quarter and year, respectively, as well as certain items which affect the comparability of our results.
- Percentage increases/decreases in sales for Coach Japan have been presented both including and excluding currency fluctuation effects from translating foreign-denominated sales into U.S. dollars and compared to the same period in the prior fiscal year.

The Company believes that it is appropriate to present this supplemental information, for the following reasons:

- Presenting the metrics listed in the first bulleted paragraph above both including and excluding the impact of an additional week of operating results in the prior fiscal quarter and year as well as certain items which affect the comparability of our results, will help investors and analysts to understand the year-over-year improvements in these metrics from continuing operations.
- Presenting Coach Japan sales increases/decreases including and excluding currency fluctuation effects will help investors and analysts to understand the effect on this valuable performance measure of significant year-over-year currency fluctuations.

Item 9.01: Financial Statements and Exhibits.

(c) *Exhibits.* The following exhibit is being furnished herewith:

99.1 Text of Press Release, dated August 2, 2011

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Dated: August 2, 2011

COACH, INC.

By: /s/ Todd Kahn

Todd Kahn

Senior Vice President, General Counsel
and Secretary

EXHIBIT INDEX

99.1 Text of Press Release, dated August 2, 2011

Coach Reports Fourth Quarter and Fiscal Year Earnings Per Share of \$0.68 and \$2.92, Respectively

NEW YORK--(BUSINESS WIRE)--August 2, 2011--Coach, Inc. (NYSE: COH), a leading marketer of modern classic American accessories, today reported sales of \$1.03 billion for its fourth fiscal quarter ended July 2, 2011, an increase of 17% from the same period the prior year on a comparable, non-GAAP basis – excluding the 14th week from the fourth quarter of fiscal 2010. Similarly, net income rose 18% to \$202 million and diluted earnings per share increased 22% to \$0.68. On a reported basis, sales rose 9%, net income rose 4% and earnings per share gained 7%.

For the fiscal year, on a comparable, non-GAAP basis - excluding the 53rd week in fiscal 2010 - net sales rose 18% to \$4.16 billion and net income increased 24% to \$881 million versus the prior fiscal year. In addition, diluted earnings per share rose 30% to \$2.92. On a reported basis, sales rose 15%, net income gained 20% and earnings per share increased 26% from fiscal 2010.

Results for the fourth quarter and fiscal year ended July 2, 2011 included 13 and 52 weeks, respectively, while the same periods in fiscal 2010 included 14 and 53 weeks, respectively. As noted at the time, the 53rd week contributed about \$70 million to 2010 fourth quarter and fiscal year sales, \$24 million to net income and about \$0.08 to earnings per share in both periods. In addition, during the third quarter of fiscal 2011, the company recorded certain unusual items. They included a favorable settlement of a multi-year tax return examination, which resulted in a substantially lower third quarter tax rate of 26.5%, and which decreased Coach's provision for taxes by \$16 million. In addition, the company made contributions of \$21 million to the Coach Foundation, and \$5 million to the Japanese Red Cross, respectively. Together these contributions totaled nearly \$26 million pre-tax, impacting SG&A expenses by that amount, and precisely offsetting the benefit of the tax settlement to net income and earnings per share.

Lew Frankfort, Chairman and Chief Executive Officer of Coach, Inc., said, "I'm extremely pleased with our fiscal fourth quarter and full year results. We're continuing to drive sales through higher productivity and distribution expansion, globally. In North America, where revenues grew 17% for the quarter and the fiscal year on a comparable basis, we are increasing our share of a growing accessories market. At the same time, the contribution of our international businesses in China and other East Asian markets is accelerating. Our strong performance also reflects the success of our renewed focus on Men's – drawing on our long heritage in the category – and our digital strategies, as we continue to build the foundation for strong top and bottom line results in the years ahead."

For the quarter, operating income totaled \$312 million, 5% above the \$297 million reported in the year-ago period, while operating margin was 30.3% versus 31.2% reported for the prior year. During the quarter, gross profit rose 6% to \$740 million from \$697 million reported a year ago while gross margin was 71.8% versus 73.3%. SG&A expenses, as a percentage of net sales, totaled 41.5%, compared to the 42.1% reported in the year-ago quarter.

For the full year, operating income totaled \$1.30 billion, 14% above the \$1.15 billion reported in the year ago period, while operating margin was 31.4% versus 31.9% for the prior year. During the year, gross profit rose 15% to \$3.02 billion from \$2.63 billion a year ago. Gross margin was 72.7% versus 73.0% a year ago. SG&A expenses, as a percentage of net sales, totaled 41.3%, compared to the 41.1% reported in fiscal 2010.

The company also announced that during the fourth fiscal quarter, it repurchased and retired about 6.3 million shares of its common stock at an average cost of \$60.08, spending a total of \$381 million. At the end of the period, approximately \$962 million remained under the company's present repurchase authorization.

Fourth fiscal quarter and full year sales grew in each of Coach's primary channels of distribution as follows:

- Direct-to-consumer sales increased 18% on a comparable basis and 9% on a reported basis, to \$919 million in the fourth quarter from \$842 million last year. North American same store sales for the quarter rose 10.1% on a comparable basis. Excluding the extra week in the year-ago period, sales at Coach Japan were down 7% versus prior year in constant currency and rose 6% in dollars, impacted by the after effects of the earthquake and tsunami. On a reported basis, Coach Japan sales declined 13% in constant currency, while dollar sales declined 2%, reflecting the stronger yen year-over-year. China results continued to be exceptional with same store sales rising at a double-digit rate.

For the full year, direct to consumer sales rose 17% on a comparable basis and 15% as reported, to \$3.62 billion from \$3.16 billion generated in fiscal 2010. Overall, North American same store sales for the fiscal year rose 10.6% on a comparable basis. Excluding the impact of the 53rd week in the prior year, fiscal 2011 sales at Coach Japan were down 3% in constant currency and up 7% in dollars. On a reported basis, sales in Japan declined 5% in constant currency basis, while dollar sales rose 5%, positively impacted by the exchange rate. As in the quarter, the strong performance in China was driven by both new store openings and double-digit increases in same store sales.

- Indirect sales increased 12% on a comparable basis and 4% as reported, to \$113 million in the fourth quarter from the \$109 million reported in the prior year driven by both international wholesale shipments and shipments into U.S. department stores. At POS, international sales rose significantly while U.S. department store sales also increased on a year-over-year basis in the quarter.

For the full year, indirect sales rose 21% on a comparable basis and 19% as reported, to \$537 million from \$452 million recorded for fiscal 2010. During the fiscal year, both international sales at POS and shipments into this channel rose significantly compared to prior year levels, driven by both distribution and same location sales. U.S. wholesale shipments and POS sales at U.S. department stores also rose.

During the fourth quarter of fiscal 2011, the company opened three North American retail stores – including the first Men's mall store at Copley Plaza - and closed two others, while opening nine factory stores – including six dedicated Men's stores. This brought the total to 345 retail stores and 143 factory stores in North America as of July 2, 2011. In Japan, Coach opened a shop-in-shop location and a Men's factory location. Therefore, at the end of the quarter there were 176 total locations in Japan. There were 11 new locations opened in China during the fourth quarter, bringing the total Coach China locations to 66.

"As always, we expect to continue to drive our business through a combination of productivity gains worldwide and distribution growth, both in North America as well as internationally, where China remains our biggest opportunity. We're also pleased to announce the transition of Singapore to a direct business, with Malaysia planned to occur at the end of this fiscal year. In addition, we have recently signed distribution deals for Brazil and Vietnam, with the first openings targeted for late this calendar year."

"Beyond expansion, we're leveraging the Men's opportunity, where we've been increasing our exposure globally through both dedicated Men's locations and dual-gender stores. Results have been strong, with the business doubling in fiscal 2011, underscoring our belief that Men's will be a significant contributor to our performance in the seasons and years ahead."

"Entering fiscal 2012, we remain confident in our growth prospects and ability to drive sales and earnings per share at a double-digit pace, given the current strength of the Coach business and our increasing global expansion," Mr. Frankfort concluded.

Coach will host a conference call to review these results at 8:30 a.m. (EDT) today, August 2, 2011. Interested parties may listen to the webcast by accessing www.coach.com/investors on the Internet or dialing into 1-888-405-2080 and asking for the Coach earnings call led by Andrea Shaw Resnick, SVP of Investor Relations. A telephone replay will be available starting at 12:00 noon today, for a period of five business days. The number to call is 1-866-352-7723. A webcast replay of the earnings conference call will also be available for five business days on the Coach website.

Coach, with headquarters in New York, is a leading American marketer of fine accessories and gifts for women and men, including handbags, women's and men's small leathersgoods, business cases, weekend and travel accessories, footwear, watches, outerwear, scarves, sunwear, jewelry, fragrance and related accessories. Coach is sold worldwide through Coach stores, select department stores and specialty stores, through the Coach catalog in the U.S. by calling 1-800-223-8647 and through Coach's website at www.coach.com. Coach's shares are traded on The New York Stock Exchange under the symbol COH.

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," "estimate," "are positioned to," "continue," "project," "guidance," "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 for a complete list of risk factors.

COACH, INC.
CONDENSED CONSOLIDATED STATEMENTS OF INCOME
For the Quarters and Years Ended July 2, 2011 and July 3, 2010
(in thousands, except per share data)
(unaudited)

	Quarter Ended ⁽¹⁾		Year Ended ⁽¹⁾	
	July 2, 2011	July 3, 2010 ⁽²⁾	July 2, 2011	July 3, 2010 ⁽²⁾
Net sales	\$ 1,031,675	\$ 950,525	\$ 4,158,507	\$ 3,607,636
Cost of sales	291,136	253,526	1,134,966	973,945
Gross profit	740,539	696,999	3,023,541	2,633,691
Selling, general and administrative expenses	428,447	400,034	1,718,617	1,483,520
Operating income	312,092	296,965	1,304,924	1,150,171
Interest income, net	261	2,196	1,031	7,961
Other expense	(1,668)	-	(4,736)	-
Income before provision for income taxes	310,685	299,161	1,301,219	1,158,132
Provision for income taxes	108,204	103,634	420,419	423,192
Net income	<u>\$ 202,481</u>	<u>\$ 195,527</u>	<u>\$ 880,800</u>	<u>\$ 734,940</u>
Net income per share				
Basic	<u>\$ 0.70</u>	<u>\$ 0.65</u>	<u>\$ 2.99</u>	<u>\$ 2.36</u>
Diluted	<u>\$ 0.68</u>	<u>\$ 0.64</u>	<u>\$ 2.92</u>	<u>\$ 2.33</u>
Shares used in computing net income per share				
Basic	<u>291,163</u>	<u>301,300</u>	<u>294,877</u>	<u>311,413</u>
Diluted	<u>298,722</u>	<u>307,579</u>	<u>301,558</u>	<u>315,848</u>

(1) Includes 53rd Week in Fiscal 2010

(2) Amounts presented differ from amounts previously reported due to change in income statement classification. On July 4, 2010, the Company changed its income statement classification for interest and penalties recognized for uncertain tax positions, codified within the Accounting Standards Codification Topic 740, from Interest income, net to the Provision for income taxes.

COACH, INC.
CONDENSED CONSOLIDATED STATEMENTS OF INCOME
For the Years Ended July 2, 2011 and July 3, 2010
(in thousands, except per share data)
(unaudited)

	Year Ended ⁽¹⁾			
	July 2, 2011		July 3, 2010 ⁽²⁾	
	GAAP Basis (As Reported)	Total Items Affecting Comparability ⁽³⁾	Non-GAAP Basis (Excluding Items)	As Reported
Net sales	\$ 4,158,507	\$ -	\$ 4,158,507	\$ 3,607,636
Cost of sales	1,134,966	-	1,134,966	973,945
Gross profit	3,023,541	-	3,023,541	2,633,691
Selling, general and administrative expenses	1,718,617	25,678	1,692,939	1,483,520
Operating income	1,304,924	(25,678)	1,330,602	1,150,171
Interest income, net	1,031	-	1,031	7,961
Other expense	(4,736)	-	(4,736)	-
Income before provision for income taxes	1,301,219	(25,678)	1,326,897	1,158,132
Provision for income taxes	420,419	(25,678)	446,097	423,192
Net income	<u>\$ 880,800</u>	<u>\$ 0</u>	<u>\$ 880,800</u>	<u>\$ 734,940</u>
Net income per share				
Basic	<u>\$ 2.99</u>	<u>\$ 0.00</u>	<u>\$ 2.99</u>	<u>\$ 2.36</u>

Diluted	<u>\$ 2.92</u>	<u>\$ 0.00</u>	<u>\$ 2.92</u>	<u>\$ 2.33</u>
Shares used in computing net income per share				
Basic	<u>294,877</u>	<u>294,877</u>	<u>294,877</u>	<u>311,413</u>
Diluted	<u>301,558</u>	<u>301,558</u>	<u>301,558</u>	<u>315,848</u>

(1) Includes 53rd Week in Fiscal 2010

(2) Amounts presented differ from amounts previously reported due to change in income statement classification. On July 4, 2010, the Company changed its income statement classification for interest and penalties recognized for uncertain tax positions, codified within the Accounting Standards Codification Topic 740, from Interest income, net to the Provision for income taxes.

(3) During the third quarter of Fiscal 2011, the Company realized a favorable tax settlement of a multi-year tax return examination and made contributions to the Coach Foundation and the Japanese Red Cross.

COACH, INC.
CONDENSED CONSOLIDATED BALANCE SHEETS
At July 2, 2011 and July 3, 2010
(in thousands)
(unaudited)

	<u>July 2, 2011</u>	<u>July 3, 2010</u>
ASSETS		
Cash, cash equivalents and short term investments	\$ 702,038	\$ 696,398
Receivables	142,898	109,068
Inventories	421,831	363,285
Other current assets	<u>185,621</u>	<u>133,890</u>
Total current assets	1,452,388	1,302,641
Property and equipment, net	582,348	548,474
Other noncurrent assets	<u>600,380</u>	<u>616,000</u>
Total assets	<u>\$ 2,635,116</u>	<u>\$ 2,467,115</u>
LIABILITIES AND STOCKHOLDERS' EQUITY		
Accounts payable	\$ 118,612	\$ 105,569
Accrued liabilities	473,610	422,725
Current portion of long-term debt	<u>795</u>	<u>742</u>
Total current liabilities	593,017	529,036
Long-term debt	23,360	24,159
Other liabilities	406,170	408,627
Stockholders' equity	<u>1,612,569</u>	<u>1,505,293</u>
Total liabilities and stockholders' equity	<u>\$ 2,635,116</u>	<u>\$ 2,467,115</u>

CONTACT:

Coach

Analysts & Media:

Andrea Shaw Resnick, 212-629-2618

SVP Investor Relations and Corporate Communications

August 2, 2011

VIA EDGAR

Securities and Exchange Commission
Attention: Filing Desk
100 F Street, N.E.
Washington, D.C. 20549

Re: Report on Form 8-K of Coach, Inc.

Ladies/Gentlemen:

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, we are filing by EDGAR a Current Report on Form 8-K of Coach, Inc. (the "Company") including exhibits.

Thank you for your assistance in this matter. If you should have any questions on the foregoing, please call the undersigned at (212) 615-2436.

Very truly yours,

/s/ David E. Howard

Attachments