

| OMB APPROVAL | |
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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* TUCCI MICHAEL D _____ (Last) (First) (Middle) 516 WEST 34TH STREET _____ (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) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) President, N. America Retail | |
| | | | 3. Date of Earliest Transaction (Month/Day/Year) 08/05/2008 | | | |
| | | | 4. If Amendment, Date of Original Filed (Month/Day/Year) | | 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person | |

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 | | | |

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 |
| Restricted Stock Unit ⁽¹⁾ | \$0 ⁽²⁾ | 08/05/2008 | | A | | 143,075 | | (3) | (4) | Common Stock | 143,075 | \$0 | 226,992 | D | |
| Restricted Stock Unit ⁽¹⁾ | \$0 ⁽²⁾ | 08/05/2008 | | A | | 22,900 | | (5) | (4) | Common Stock | 22,900 | \$0 | 249,892 | D | |
| Stock Option ⁽⁶⁾ | \$26.21 | 08/05/2008 | | A | | 161,000 | | 08/05/2009 ⁽⁷⁾ | 08/05/2018 | Common Stock | 161,000 | \$0 | 161,000 | D | |
| Stock Option ⁽¹⁾ | \$26.21 | 08/05/2008 | | A | | 238,459 | | 07/02/2011 ⁽⁸⁾ | 08/05/2018 | Common Stock | 238,459 | \$0 | 238,459 | D | |

Explanation of Responses:

- These securities were issued under the 2004 Stock Incentive Plan of the Issuer.
- This security will convert on a 1-for-1 basis into shares of the issuer's common stock.
- RSU's granted under the 2008 extension to Mr. Tucci's Executive Contract will vest on July 2, 2011(20%), June 30, 2012 (20%) and June 29, 2013 (60%).
- These securities do not expire.
- These service-based securities will vest on the third anniversary of the date of grant, based solely on the reporting person's continued employment with the issuer. Unvested units are cancelled upon termination of the reporting person's employment.
- These securities were issued under the 2000 Stock Incentive Plan of the Issuer.
- These options vest in three equal installments on the first, second and third anniversaries of the date of grant.
- Options granted under the 2008 extension to Mr. Tucci's Executive Contract will vest on July 2, 2011(20%), June 30, 2012 (20%) and June 29, 2013 (60%).

Remarks:

tucci08poa.TXT

Daniel J. Ross, Assistant Secretary, pursuant to a power of attorney filed with the Commission 08/07/2008

** 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.

Power of Attorney

The undersigned hereby authorizes Todd Kahn, Corporate Secretary, and Daniel J. Ross, Assistant Corporate Secretary (or each acting alone) to prepare, execute, deliver and file, in the name and on behalf of the undersigned, any and all filings by the undersigned with the Securities and Exchange Commission (the Commission) under Section 144 of the Securities Act of 1933, as amended, Section 16 of the Securities Exchange Act of 1934, as amended, and any and all documents and instruments related thereto and to provide copies thereof to the Commission, The New York Stock Exchange and other persons required to receive the same.

Dated: February 6, 2008

/s/ Michael Tucci
By: Michael Tucci