

COACH

FW'23 / MAY'23 MARKET
LAUNCH: 4/14 XHK: 8/1 IN-STORE: 10/1

FAMILY
 MOVEMENT
 CASE SIZE
 CASE THICKNESS
 ATTACHMENT
 CLOSURE
 GENDER
 LIFE CYCLE
 MARKETING ASSETS
 TREND

CADIE
2H
17.5X28.5MM
6.1MM
BANGLE
FOLD OVER CLASP
WOMEN'S
TREND
☰ COPY © SOLDIER SHOT
COACH SIGNATURE C & CCIS SOFT SQUARE

Watch Key Silhouette -Soft Square



- Smaller case sizes (under 34mm)
- Soft and feminine
- Distinctive yet commercially viable
- Execution can be embellished and/or simple
- Are complimentary to her favorite bracelets for wardrobing



14504194
 17.5x28.5MM RG BLUSH
 SIGNATURE C SEMI-TRANSLUCENT
 ENAMEL BANGLE

\$295 / €285 / £225 / CAD 350 /
 MXN 6,599



14504193
 17.5x28.5MM GP NAVY
 SIGNATURE C SEMI-
 TRANSLUCENT ENAMEL BANGLE

\$295 / €285 / £225 / CAD 350 /
 MXN 6,599



14504195
 17.5x28.5MM GP PASTEL
 RAINBOW SIGNATURE C SEMI-
 TRANSLUCENT ENAMEL BANGLE

\$295 / €285 / £225 / CAD 350 /
 MXN 6,599

FAMILY
MOVEMENT
CASE SIZE
CASE THICKNESS
ATTACHMENT
CLOSURE
GENDER
LIFE CYCLE
MARKETING ASSETS
TREND

CARY
2H
34MM
6.9MM
3-LINK BRACELET
DEPLOYMENT CLASP
WOMEN'S
TREND
≡ COPY © SOLDIER SHOT
COACH SIGNATURE C



14504182

34MM SS CRYSTAL VELVET CRYSTAL SET BEZEL BLUSH MOTHER OF PEARL SIGNATURE C DIAL SS BRUSHED AND POLISHED BRACELET BLUSH CABOCHON

\$295 / €285 / £225 / CAD 350 / MXN 6,599



14504183

34MM GP LIGHT GOLD CRYSTAL SET BEZEL BEIGE MOTHER OF PEARL SIGNATURE C DIAL GP BRUSHED AND POLISHED BRACELET COOL GREY CABOCHON

\$295 / €285 / £225 / CAD 350 / MXN 6,599



14504184

34MM CG VINTAGE ROSE CRYSTAL SET BEZEL LIGHT GREY MOTHER OF PEARL SIGNATURE C DIAL CG BRUSHED AND POLISHED BRACELET COOL GREY CABOCHON

\$295 / €285 / £225 / CAD 350 / MXN 6,599

Must Have:
US

FAMILY
MOVEMENT
CASE SIZE
CASE THICKNESS
ATTACHMENT
CLOSURE
GENDER
LIFE CYCLE
MARKETING ASSETS
TREND

CARY GIFTSET
2H
34MM
6.9MM
3-LINK BRACELET
DEPLOYMENT CLASP
WOMEN'S
TREND
≡ COPY © SOLDIER SHOT
COACH SIGNATURE C



14000100
34MM TT (SS/GP) MOTHER OF PEARL
DIAL CRYSTAL SET MARKERS
BRUSHED AND POLISHED BRACELET
C ADJUSTABLE SIDE BRACELET

\$295 / €285 / £225 / CAD 350 /
MXN 6,599

Must Have:
All Regions

FAMILY
MOVEMENT
CASE SIZE
CASE THICKNESS
ATTACHMENT
CLOSURE
GENDER
LIFE CYCLE
MARKETING ASSETS
TREND

CHELSEA
2H
32MM
7.45MM
3-LINK BRACELET
DEPLOYMENT CLASP
WOMEN'S
TREND
≡ COPY © SOLDIER SHOT
N/A



14504215
32MM TT (SS/CG) VINTAGE ROSE
CRYSTAL SET BEZEL AND DIAL
CLEAR CRYSTAL SET BRACELET

\$595 / €565 / £475 / CAD 715 /
MXN 10,329



14504213
32MM GP LIGHT PEACH CRYSTAL
SET BEZEL CRYSTAL VELVET
CRYSTAL SET DIAL GOLD QUARTZ
BRACELET

\$595 / €565 / £475 / CAD 715 /
MXN 10,329



14504214
32MM GREY IP VINTAGE ROSE
CRYSTAL SET BEZEL AND DIAL
BLACK DIAMOND CRYSTAL SET
BRACELET

\$595 / €565 / £475 / CAD 715 /
MXN 10,329

Must Have:
US

FAMILY
MOVEMENT
CASE SIZE
CASE THICKNESS
ATTACHMENT
CLOSURE
GENDER
LIFE CYCLE
MARKETING ASSETS
TREND
XHK 9/9

GRACIE
2H
23MM
6.5MM
BANGLE
FOLD OVER CLASP
WOMEN'S
TREND
≡ COPY © SOLDIER SHOT
N/A



14504219
23MM GP LIGHT GOLD CRYSTAL SET
BEZEL, DIAL AND SCULPTED C
BANGLE BLUSH CABOCHON

\$495 / €475 / £375 / CAD 595 /
MXN 8,589



14504220
23MM GP PASTEL RAINBOW
CRYSTAL SET BEZEL, DIAL AND
SCULPTED C BANGLE BLUSH
CABOCHON

\$495 / €475 / £375 / CAD 595 /
MXN 8,589

FAMILY
MOVEMENT
CASE SIZE
CASE THICKNESS
ATTACHMENT
CLOSURE
GENDER
LIFE CYCLE
MARKETING ASSETS
TREND

TATUM
3H
34MM
6.9MM
3-LINK BRACELET
DEPLOYMENT CLASP
WOMEN'S
TREND
☰ COPY © SOLDIER SHOT
N/A

XHK 8/28



14504168
34MM RG CASE CRYSTAL PAVE DIAL

\$395 / €375 / £295 / CAD 475 /
MXN 9,049

Must Have:
ME

FAMILY
MOVEMENT
CASE SIZE
CASE THICKNESS
ATTACHMENT
CLOSURE
GENDER
LIFE CYCLE
MARKETING ASSETS
TREND

ELLIOT
2H
28MM
7.5MM
MESH BRACELET
FOLD OVER CLASP
WOMEN'S
CORE
☰ COPY © SOLDIER SHOT
COACH TEAROSE MOTIF



14504221
28MM SS CASE WHITE SUNRAY
DIAL WITH RG ACCENTS SS
MESH BRACELET

\$175 / €170 / £125 / CAD 210 /
MXN 3,999



14504223
28MM GP CASE
WHITE SUNRAY DIAL
GP MESH BRACELET

\$175 / €170 / £125 / CAD 210 /
MXN 3,999



14504222
28MM RG CASE
WHITE SUNRAY DIAL
GP MESH BRACELET

\$175 / €170 / £125 / CAD 210 /
MXN 3,999

**Must Have Family: All Regions- select best selling
skus appropriate to respective region**

FAMILY **ELLIOT**
 MOVEMENT **2H**
 CASE SIZE **36MM**
 CASE THICKNESS **7.5MM**
 ATTACHMENT **MESH BRACELET**
 CLOSURE **FOLD OVER CLASP**
 GENDER **WOMEN'S**
 LIFE CYCLE **CORE**
 MARKETING ASSETS **☰ COPY ☉ SOLDIER SHOT ☉ BEAUTY SHOT**
 TREND **COACH TEAROSE MOTIF**



14504207
 36MM SS CASE
 WHITE SUNRAY DIAL WITH
 RG ACCENTS SS
 MESH BRACELET
 \$175 / €170 / £125 / CAD
 210 / MXN 3,999



14504208
 36MM GP CASE WHITE
 SUNRAY DIAL
 GP MESH BRACELET
 \$175 / €170 / £125 / CAD
 210 / MXN 3,999



14504209
 36MM RG CASE WHITE
 SUNRAY DIAL
 RG MESH BRACELET
 \$175 / €170 / £125 / CAD
 210 / MXN 3,999



14504210
 36MM GREY IP CASE GREY IP
 SUNRAY DIAL WITH
 RG DIAL ACCENTS GREY IP
 MESH BRACELET
 \$175 / €170 / £125 / CAD
 210 / MXN 3,999



14504211
 36MM PURPLE IP CASE
 PURPLE SUNRAY DIAL WITH
 SS DIAL ACCENTS PURPLE IP
 MESH BRACELET
 \$175 / €170 / £125 / CAD
 210 / MXN 3,999

**Must Have Family: All Regions- select best selling
 skus appropriate to respective region**

FAMILY
MOVEMENT
CASE SIZE
CASE THICKNESS
ATTACHMENT
CLOSURE
GENDER
LIFE CYCLE
MARKETING ASSETS
TREND

ELLIOT GIFTSET
2H
28MM AND 36MM
7.5MM
MESH BRACELET
FOLD OVER CLASP
WOMEN'S
TREND
☰ COPY © SOLDIER SHOT
COACH TEAROSE MOTIF



14000104
28MM SS CASE WHITE
SUNRAY DIAL WITH RG DIAL
ACCENTS SS MESH BRACELET
WITH TR ADJUSTABLE
BRACELET

\$195 / €150 / £190 / CAD
235 / MXN 4,699

Must Have:
China/Asia



14000103
36MM SS CASE WHITE
SUNRAY DIAL WITH RG DIAL
ACCENTS SS MESH BRACELET
WITH TR ADJUSTABLE
BRACELET

\$195 / €150 / £190 / CAD
235 / MXN 4,699

Must Have:
ME, LATAM,
NA

FAMILY
MOVEMENT
CASE SIZE
CASE THICKNESS
ATTACHMENT
CLOSURE
GENDER
LIFE CYCLE
MARKETING ASSETS
TREND

ELLIOT LUNAR NEW YEAR
2H
36MM
7.5MM
LEATHER STRAP
BUCKLE
WOMEN'S
TREND / ONE SHOT
☰ COPY ☉ SOLDIER SHOT ☽ BEAUTY SHOT
LUNAR NEW YEAR – DRAGON BRANDING



14504239
36MM GP CASE RED SUNRAY
DIAL WITH DRAGON AT THE 4
O'CLOCK RED LEATHER STRAP

\$175 / €170 / £125 / CAD
210 / MXN 3,999



14504248
COACH X LIANYANG
36MM RG CASE SILVER
WHITE SUNRAY DIAL BLUSH
LEATHER STRAP

\$175 / €170 / £125 / CAD
210 / MXN 3,999

Must Have:
China/Asia

FAMILY
MOVEMENT
CASE SIZE
CASE THICKNESS
ATTACHMENT
CLOSURE
GENDER
LIFE CYCLE
MARKETING ASSETS
TREND

ELLIOT
2H
36MM
7.5MM
LEATHER STRAP
BUCKLE
WOMEN'S
ONE SHOT
☰ COPY © SOLDIER SHOT
COACH SIGNATURE C BRANDING & SILVER LEATHER TIE BACK



14504246
36MM SS CASE SILVER
SHIMMER DIAL SILVER
PATENT LEATHER STRAP
\$175 / €170 / £125 / CAD
210 / MXN 3,999

Must Have:
CO Boutiques

FAMILY
MOVEMENT
CASE SIZE
CASE THICKNESS
ATTACHMENT
CLOSURE
GENDER
LIFE CYCLE
MARKETING ASSETS
TREND

ELLIOT
2H
41MM
7.5MM
MESH BRACELET
FOLD OVER CLASP
MEN'S
CORE
☰ COPY © SOLDIER SHOT
COACH C BRANDING



14602652
 41MM SS CASE NAVY BLUE
 SUNRAY DIAL SS
 MESH BRACELET

 \$175 / €170 / £125 / CAD
 210 / MXN 3,999



14602653
 41MM GP CASE GP SUNRAY
 DIAL GP MESH BRACELET

 \$175 / €170 / £125 / CAD
 210 / MXN 3,999



14602654
 41MM GP CASE BLACK
 SUNRAY DIAL
 GP MESH BRACELET

 \$175 / €170 / £125 / CAD
 210 / MXN 3,999



14602650
 41MM BLUE IP CASE BLUE
 SUNRAY DIAL WITH GREY IP
 ACCENTS
 BLUE IP MESH BRACELET

 \$175 / €170 / £125 / CAD
 210 / MXN 3,999



14602651
 41MM BLACK IP CASE BLACK
 SUNRAY DIAL WITH GREY IP
 ACCENTS
 BLACK IP MESH BRACELET

 \$175 / €170 / £125 / CAD
 210 / MXN 3,999

**Must Have Family: All Regions- select best selling
 skus appropriate to respective region**

FAMILY
MOVEMENT
CASE SIZE
CASE THICKNESS
ATTACHMENT
CLOSURE
GENDER
LIFE CYCLE
MARKETING ASSETS
TREND

KENT
3H DATE WINDOW CHRONOGRAPH
44MM
12MM
RUBBER STRAP
BUCKLE
MEN'S
TREND
☰ COPY © SOLDIER SHOT
COACH BRANDING



14602641
44MM SS CASE AND BEZEL NAVY
SUNRAY DIAL NAVY SILICONE RUBBER
STRAP DEBOSSSED COACH LOGO

\$275 / €260 / £195 / CAD 300 /
MXN 6,140



14602642
44MM GREY IP CASE AND BEZEL GREY
SUNRAY DIAL GREY SILICONE RUBBER
STRAP DEBOSSSED COACH LOGO

\$275 / €260 / £195 / CAD 300 /
MXN 6,140



14602643
44MM KHAKI CASE BLACK BEZEL
BLACK SUNRAY DIAL
BLACK SILICONE RUBBER STRAP
DEBOSSSED COACH LOGO

\$275 / €260 / £195 / CAD 300 /
MXN 6,140

Must Have:

COACH

FAMILY	KENT LUNAR NEW YEAR
MOVEMENT	3H DATE WINDOW CHRONOGRAPH
CASE SIZE	44MM
CASE THICKNESS	12MM
ATTACHMENT	LEATHER STRAP STRAP
CLOSURE	BUCKLE
GENDER	MEN'S
LIFE CYCLE	ONE SHOT
MARKETING ASSETS	☰ COPY © SOLDIER SHOT
TREND	LUNAR NEW YEAR – DRAGON BRANDING



14602666

**SKU UPDATE

KENT 44MM SS NAVY BEZEL NAVY
SUNRAY DIAL BLACK LEATHER STRAP
(LNY CASEBACK)

\$295 / €285 / £225 / CAD 350 /
MXN 6,599

Must Have:
China

FAMILY
MOVEMENT
CASE SIZE
CASE THICKNESS
ATTACHMENT
CLOSURE
GENDER
LIFE CYCLE
MARKETING ASSETS
TREND

GREYSON
3H DATE WINDOW CHRONOGRAPH
43MM
10.1MM
5-LINK BRACELET
DEPLOYMENT CLASP
MEN'S
CORE
☰ COPY © SOLDIER SHOT
N/A



14602657
43MM GP CASE BLACK SUNRAY DIAL
GP BRACELET

\$325 / €375 / £295 / CAD 475 /
MXN 7,449

Must Have:
NA



14602659
43MM TT(SS/GP) CASE NAVY SUNRAY
DIAL TT(SS/GP) BRACELET

\$325 / €375 / £295 / CAD 475 /
MXN 7,449



14602658
43MM BLACK IP CASE BLACK SUNRAY
DIAL BLACK IP BRACELET

\$325 / €375 / £295 / CAD 475 /
MXN 7,449

Must Have:
NA

FAMILY
MOVEMENT
CASE SIZE
CASE THICKNESS
ATTACHMENT
CLOSURE
GENDER
LIFE CYCLE
MARKETING ASSETS
TREND

APPLE BAND
N/A
FITS THE APPLE WATCH 38MM / 40MM / 41MM
N/A
RUBBER STRAP
BUCKLE
WOMEN'S
TREND
☰ COPY © SOLDIER SHOT
COACH SIGNATURE C BRANDING



14700210
38/40/41MM SS WHITE PEARLIZED
SIGNATURE C SILICONE RUBBER
STRAP

\$85 / €85 / £75 / CAD 110 /
MXN 1,899



14700212
38/40/41MM SS PINK
PEARLIZED SIGNATURE C
SILICONE RUBBER STRAP

\$85 / €85 / £75 / CAD 110 /
MXN 1,899



14700213
38/40/41MM SS BLUE
PEARLIZED SIGNATURE C
SILICONE RUBBER STRAP

\$85 / €85 / £75 / CAD 110 /
MXN 1,899

Must Have All:
NA / LATAM /
JAPAN

FAMILY
MOVEMENT
CASE SIZE
CASE THICKNESS
ATTACHMENT
CLOSURE
GENDER
LIFE CYCLE
MARKETING ASSETS
TREND

APPLE BAND
N/A
FITS THE APPLE WATCH 38MM / 40MM / 41MM
N/A
OPAQUE & SEMI TRANSLUCENT RUBBER STRAP
BUCKLE
WOMEN'S
ONE SHOT
☰ COPY © SOLDIER SHOT
COACH SIGNATURE C BRANDING



14700218
38/40/41MM SS PINK SCULPTED C
OPAQUE AND SEMI TRANSLUCENT
SILICONE RUBBER STRAP

\$95 / €85 / £75 / CAD 110 /
MXN 1,899



14700220
38/40/41MM SS BLACK SCULPTED C
OPAQUE AND SEMI TRANSLUCENT
SILICONE RUBBER STRAP

\$95 / €85 / £75 / CAD 110 /
MXN 1,899



14700221
38/40/41MM BURGUNDY
SCULPTED C OPAQUE AND SEMI
TRANSLUCENT SILICONE RUBBER
STRAP

\$95 / €85 / £75 / CAD 110 /
MXN 1,899

FAMILY
MOVEMENT
CASE SIZE
CASE THICKNESS
ATTACHMENT
CLOSURE
GENDER
LIFE CYCLE
MARKETING ASSETS
TREND

APPLE BAND
N/A
FITS THE APPLE WATCH 38MM / 40MM / 41MM
N/A
MESH BRACELET
FOLD OVER CLASP
WOMEN'S
ONE SHOT
☰ COPY © SOLDIER SHOT
BREAST CANCER AWARENESS SKU



14700236
38/40/41MM SS MESH BRACELET
WITH BLUSH CRYSTAL BCRF RIBBON
PEGGED CHARM

\$125 / €110 / £95 / CAD 150 / MXN
2,849

Must Have:
NA