



COACH
LEATHERWARE

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NEW YORK
09.15.2015



The Horse and Carriage

Origin

Introduced in the 1950s, the Horse and Carriage was Coach's first house logo.

A subtle nod to New York, Coach's hometown since 1941, it references horse-drawn carriages on the streets of New York City.

It also references leather craftsmanship, as leathercraft draws its origins from horse saddles and bridles—and Coach's status as the Original American House of Leather.



Coach's first logo, 1950s

Over the Years

1950s-60s; 2007-on



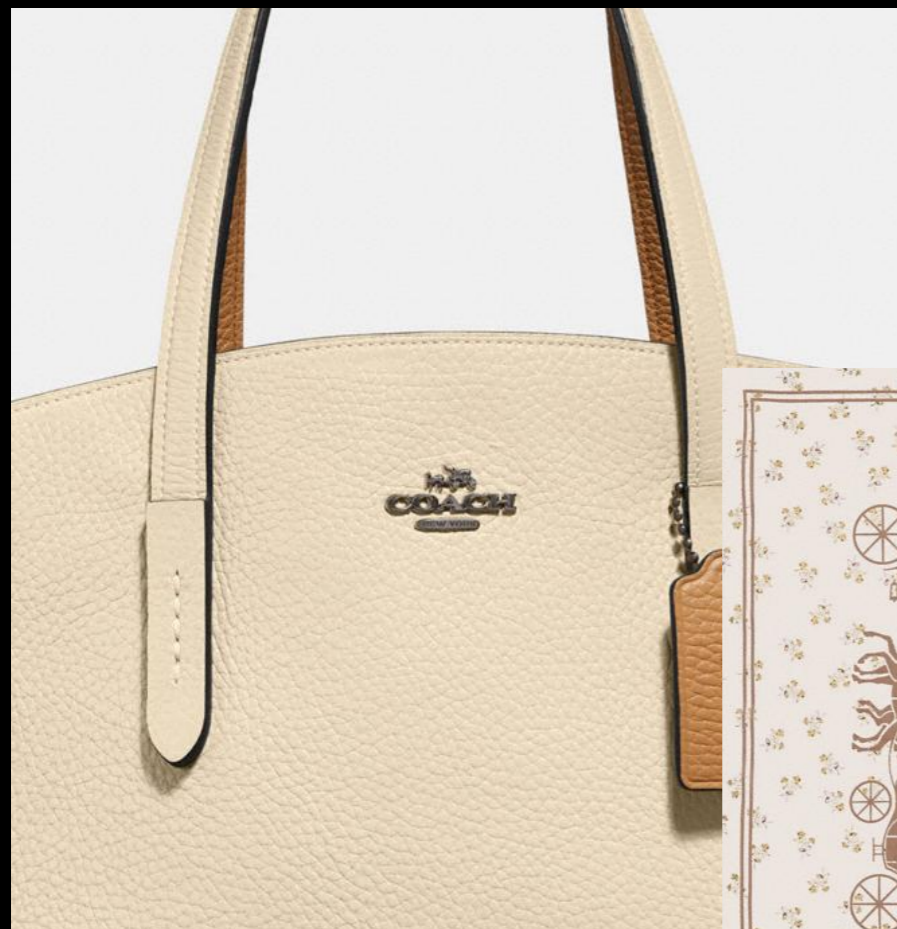
Interpreted in many ways throughout the years, the code is still used today as part of our logo, branding, and products.

Today

Today, the Horse and Carriage is a respected house code—a symbol of our authentic New York heritage.



The Horse and Carriage, 2019



The Horse and Carriage Collection



This year, Pre Spring 2020 reintroduces the Horse and Carriage with a special collection of bags, accessories and ready-to-wear inspired by the code's legacy.

Colorful and modern, it speaks not only to our authentic New York heritage, but to an authentic New York attitude at the heart of our vision.

Along with one of our favorite phrases—“Enjoy the ride”—the collection channels Coach's vision of 21st Century Dreamers and their pursuit of infinite possibilities in the city of New York.

