

# COACH HOUSE

## Regent Street, London

Photography: Melvyn Vincent

**Design:** Stuart Vevers (creative director); Studio Sofield  
**Opening date:** November 2016  
**Store size:** 504 sq m

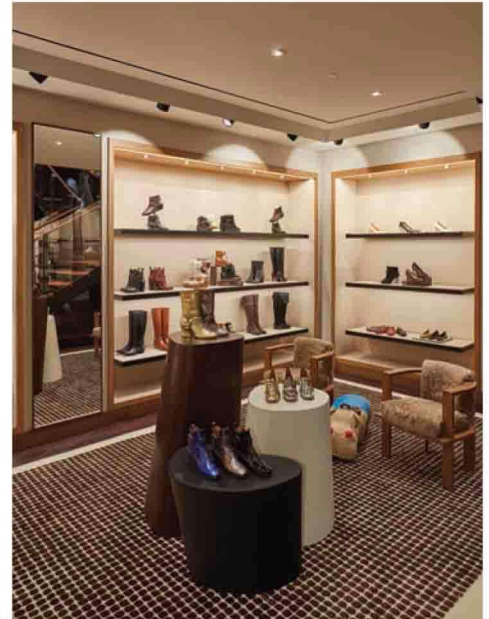
The opening of Coach House on London's Regent Street in November coincides with the New York luxury fashion brand's 75th anniversary year and heralds a new chapter in the company's evolution, both globally and in Europe. Designed by creative director Stuart Vevers and William Sofield of design firm Studio Sofield, the store's New York style architecture embodies every aspect of Coach's modern luxury philosophy.

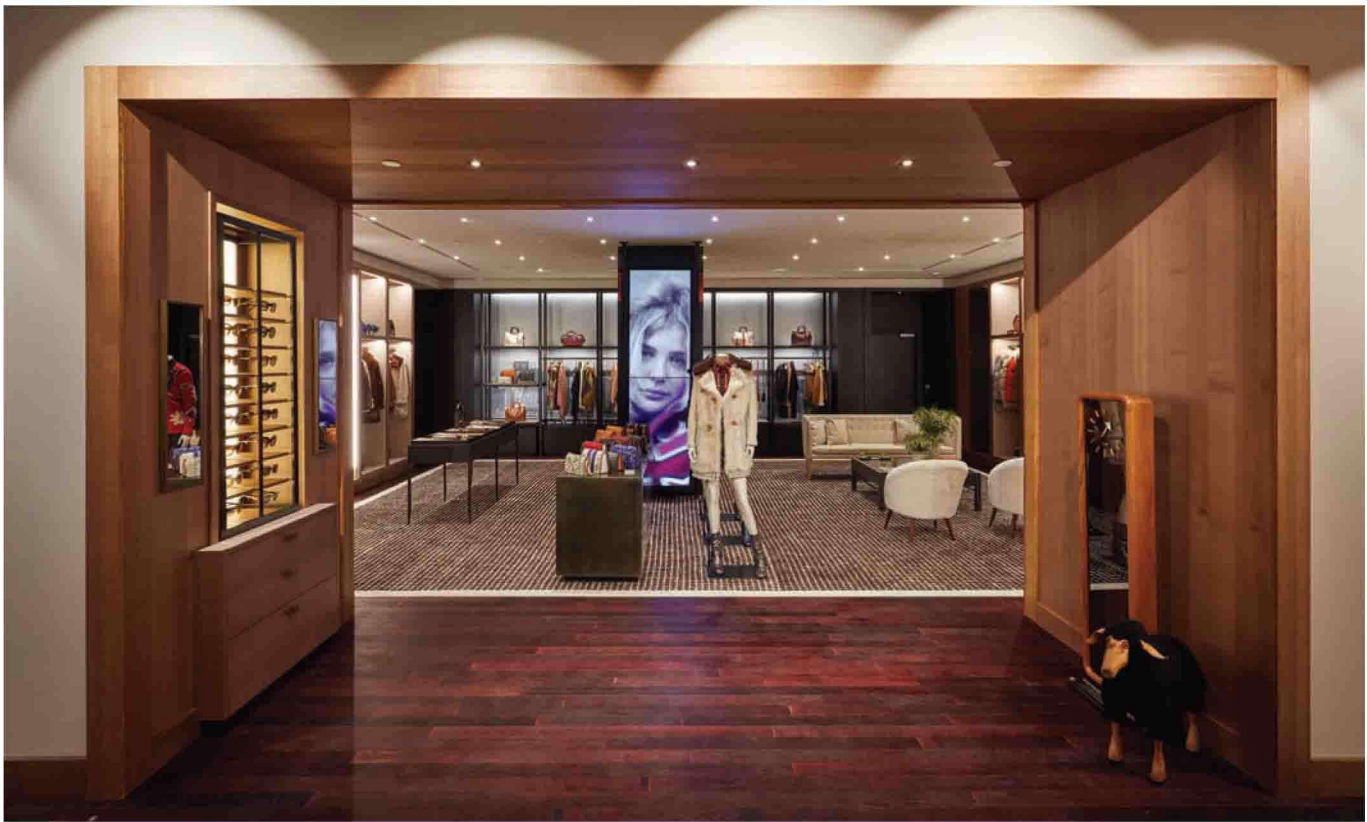
The 504 sq m space is designed to offer a new experience in retail and an engaging journey of discovery for consumers. Inside, a giant glass wall pays homage to the iconic cityscape of New

York, where Coach was founded in 1941. Other architectural focal points include a mechanised conveyor belt showcasing the Coach collection, and a monumental black steel and mahogany staircase.

The store speaks to the brand's heritage of leather craftsmanship and innovative design with special services unique to the global flagships. A made to order service allows customers to create a bespoke Rogue bag by offering nine options and more than one million possible combinations.

Meanwhile, the ground floor is home to a Craftsmanship Bar, where 'Coach Artisans' guide visitors through the process





of monogramming and customisation, as well as providing custom leather care and repair services. The space also incorporates a curated selection of vintage bags from Coach's archives.

The store also houses the Coach 1941 ready-to-wear collections for women and men, along with a broader range of bags and accessories.

'The location of these pinnacle stores was important to us, and just as New York's Fifth Avenue is iconic, so is Regent Street,' says Vevers. 'The time feels right to bring our most unique and curated store vision to London shoppers. Coach House will feature special installations and store concepts as well as specially commissioned interiors and art.'

Coach has also opened a new 1,858 sq m, three-level flagship store at 685 Fifth Avenue in New York City, designed by Vevers and Sofield. **RF**

