Retail Innovation Shout Out: Coach Tests Out New Store Concept to Elevate its Brand

by Hala Hassoun

Coach has recently unveiled its redesigned flagship store in Manhattan’s Flatiron district and plans to use this store as a “lab” to test out new innovations. After losing market share to competitors such as Michael Kors, Coach hopes that this new store concept will raise its brand reputation within the luxury market. As a result, the store has been completely transformed.

The 3,720 square foot store was once an open, white space where women’s gloves could be found next to men’s briefcases. The new store layout supports Coach’s goal to become a lifestyle brand, so product lines such as handbags, shoes, and men’s are now housed in separate rooms. The company has also devoted an entire room to its growing women’s ready-to-wear line. Men’s is another growth category for Coach. The new Men’s section is more masculine than the rest of the store and now has its own entrance to strengthen the perception that it is a separate shop.

The company will open a second “lab” in Costa Mesa, CA. Based on customer reactions, Coach will likely begin renovating additional stores in 2014. The lab stores will also be used to test new product concepts, such as a high-end luxury line. Coach hopes that the elevated store design and higher-priced products within its new store will provide the boost it needs to regain its footing in the luxury market.

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