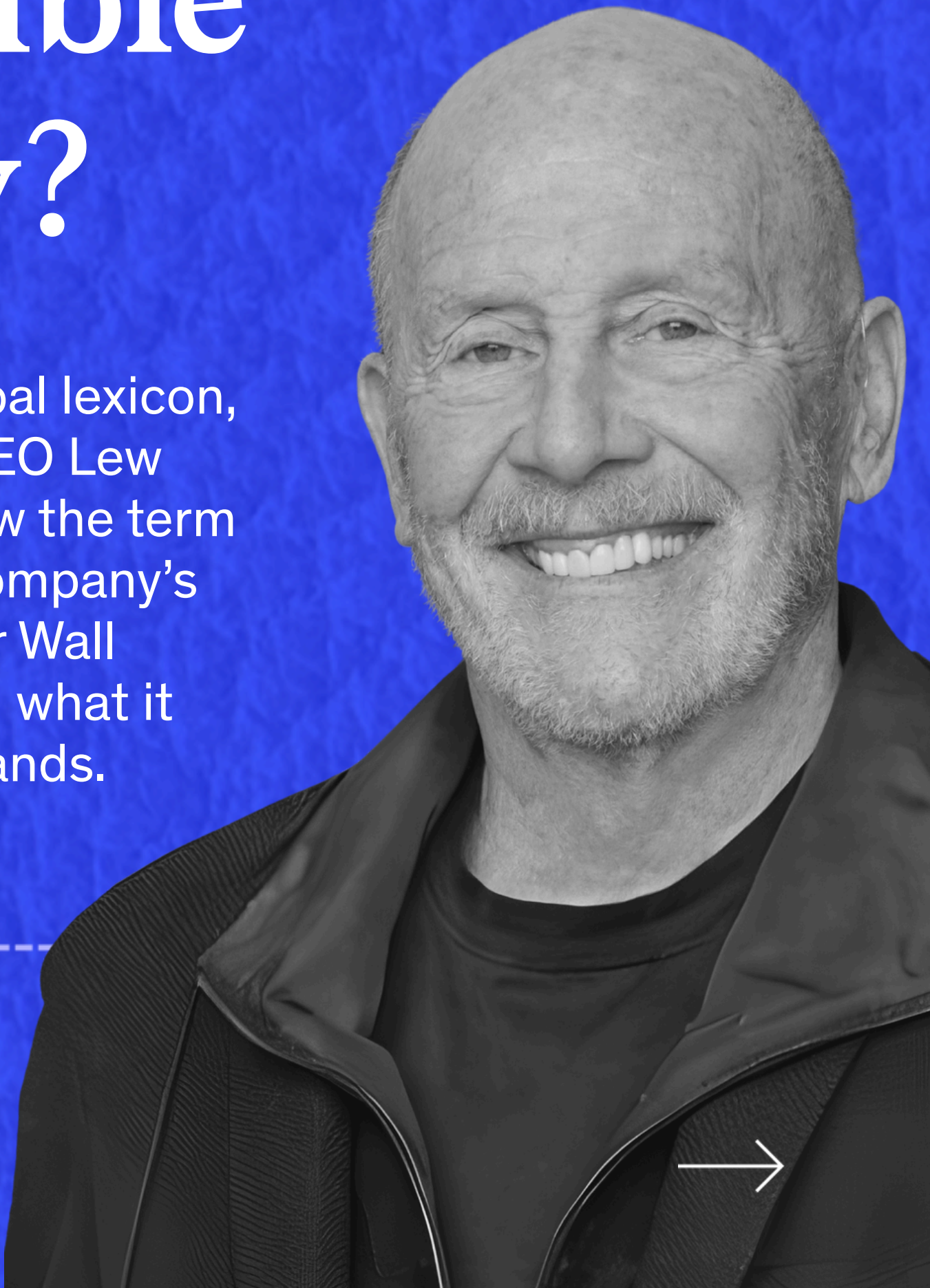

What is accessible luxury?

Now part of the global lexicon, Coach's longtime CEO Lew Frankfort shares how the term was coined in the company's conference room for Wall Street Investors and what it means for global brands.

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“It was clear to us when we went public in the year 2000 that our positioning, which was between mass and luxury, was a lane that we could grow.”



“When we talk about accessible luxury, we’re talking about a great product that is an excellent value for the money.”

”



“We’re also talking about convenience, because it is available in image-enhancing ways where consumers shop.”





“We developed a blend of magic and logic to create an image-enhancing environment with great storytelling, offering compelling products and excellent aftercare service that develops an ever-increasing loyal base of consumers.”



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