



# Coach: A Story of New York Cool

*Joel Dinerstein*

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## **Coach: A Story of New York Cool** Joel Dinerstein

Celebrating the seventy-fifth anniversary of this iconic luxury fashion brand, this book presents a vibrant visual survey of Coach's continual exploration and redefinition of American style, infused with its distinctively cool New York City spirit. At the heart of Coach, arguably one of the world's most recognizable fashion brands, is its effortless New York style, cutting-edge design, craftsmanship, and authenticity. This volume explores the evolution of this American company, from its beginnings in 1941 in a small loft as a manufacturer of leather goods to its transformation into a revered international fashion and lifestyle brand. Inspired by the pulsating energy of New York City in the 1960s, the company's owners Miles and Lillian Cahn cultivated an entirely new Coach brand that offered not only men's leather goods, but also women's handbags, totes, small leather goods, and other accessories envisioned by the legendary American sportswear designer Bonnie Cashin. Each creative director from Cashin to Stuart Vevers, the company's current head of creative since 2013, continued to evolve the modern definition of "American cool" in the relaxed aesthetic and effortless style of Coach's designs. This richly illustrated volume features both recent and archival photography, ranging from product design sketches to iconic advertising campaigns, and imagery of Coach's inspirational references from celebrity figures to the electrifying, fast-paced cityscapes of New York City. A definitive volume of the brand's celebrated heritage, *Coach* will be treasured by its devoted customers and fashion, style, and cultural enthusiasts alike.

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