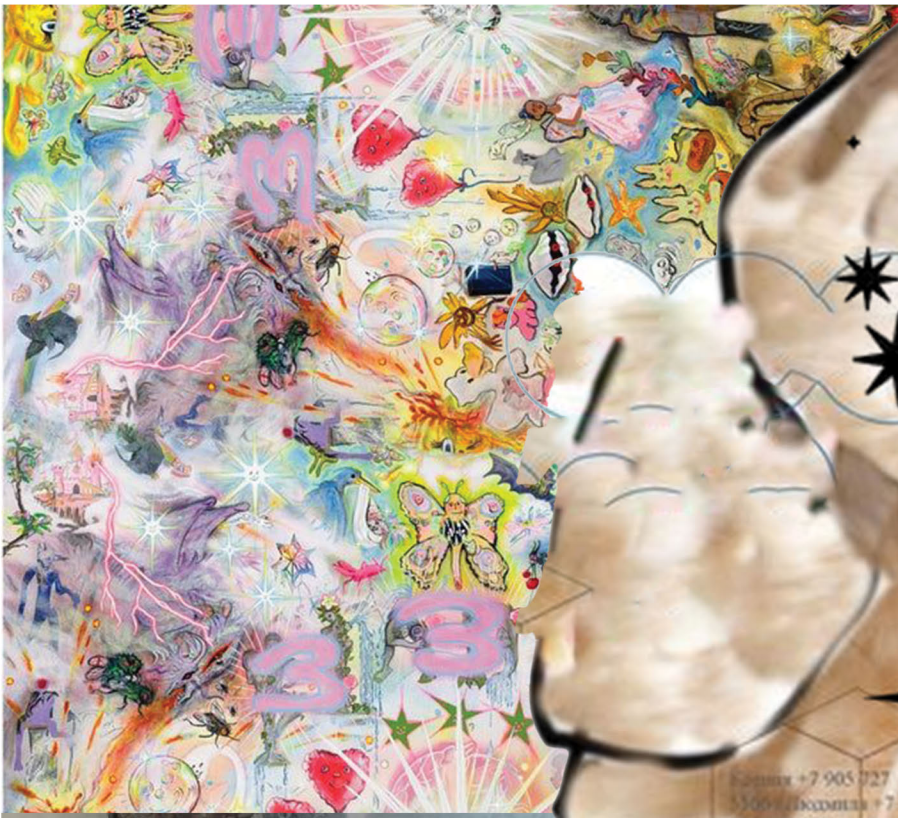


ORA

The image features the word 'ORA' in a highly stylized, three-dimensional font. The letters are a vibrant pink color with a glossy, metallic finish. The most striking feature is the jagged, serrated edges of the letters, which resemble the teeth of a saw or a shark. The letters are set against a background of a repeating pattern of the same pink, jagged shapes, creating a sense of depth and texture. The lighting is dramatic, with bright highlights on the top surfaces and deep shadows in the recessed areas, emphasizing the three-dimensional quality of the design.



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Людмила +7  
905 700 0753 / Анна  
926 406 9196

Мальчик,  
7 лет

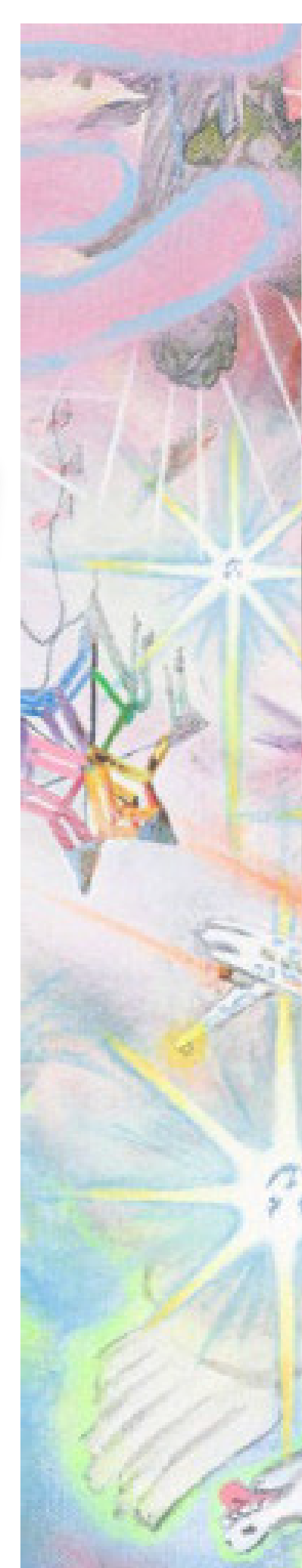


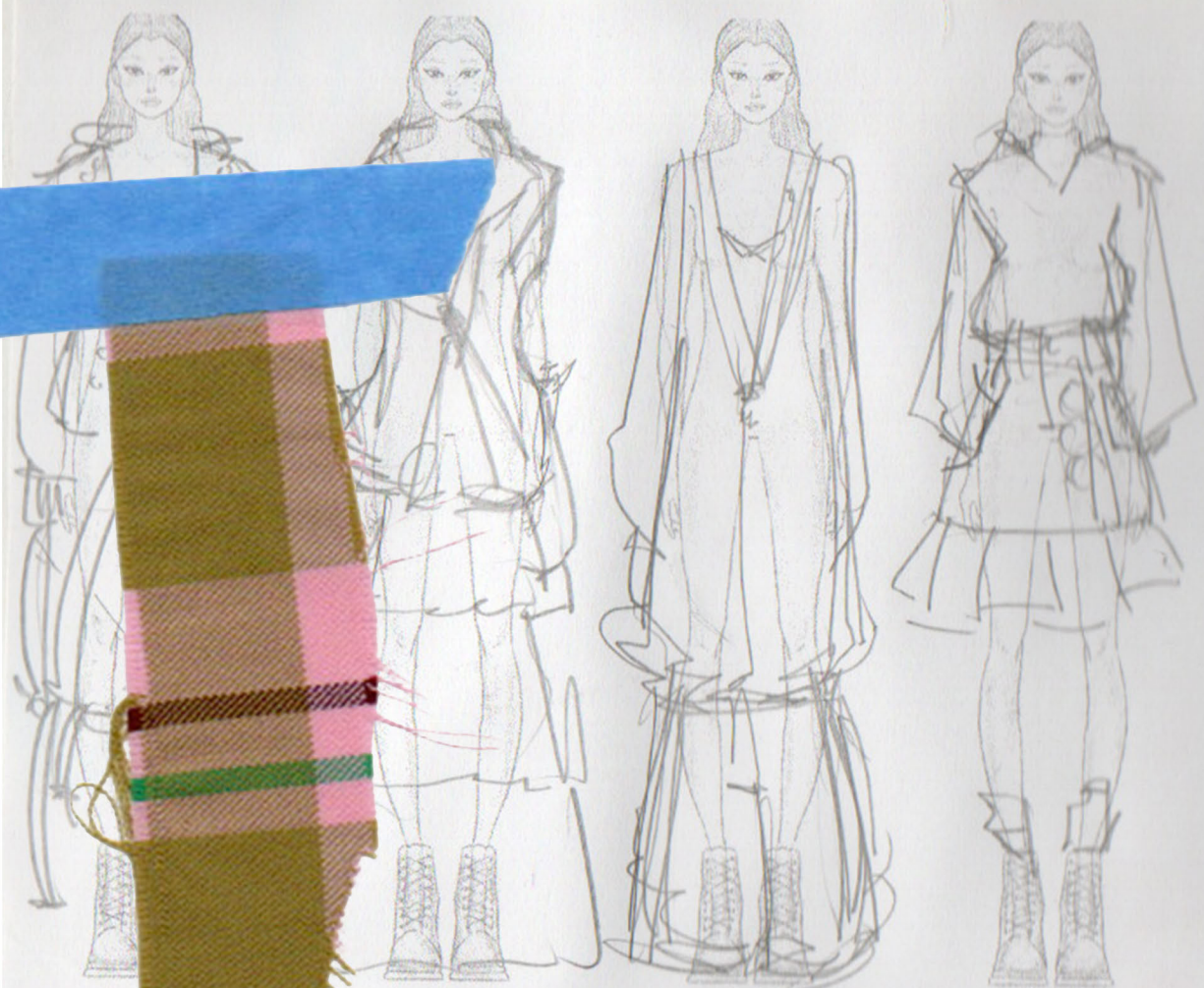


Since its debut Ready-to-Wear collection in 2014, the American heritage leather-goods house Coach has produced vintage-inspired pieces with an emphasis on outerwear and leather goods. Their first show in-person post-COVID reflected a new mood in fashion that's less fussy, more fun. The "oversized structure of Cashin's shapes" gave way to skate-inspired garments and styling; boxy tees, low-rise jeans, exposed boxers, and calf-length boardshorts that spoke to Gen-Z in their Spring 2022 collection (Vogue).

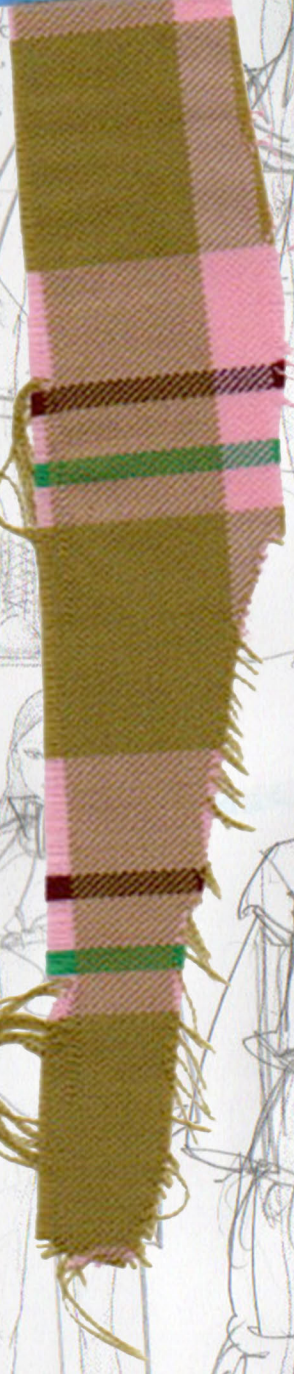
With the recent revival of brands like Blumarine, Marc Jacobs, and Diesel, it's now Coach's time. These fashion brands and others are generating interest among younger demographics by appealing to Gen-Z trends (ex. itty-bitty mini skirts, hulking bedazzled belts, maximalism, and Y2K nostalgia). They're also to create meaningful growth through reviving and modernizing archival pieces. **In order for Coach to gain Gen-Z appeal, they must adapt trends to fit their identity.**





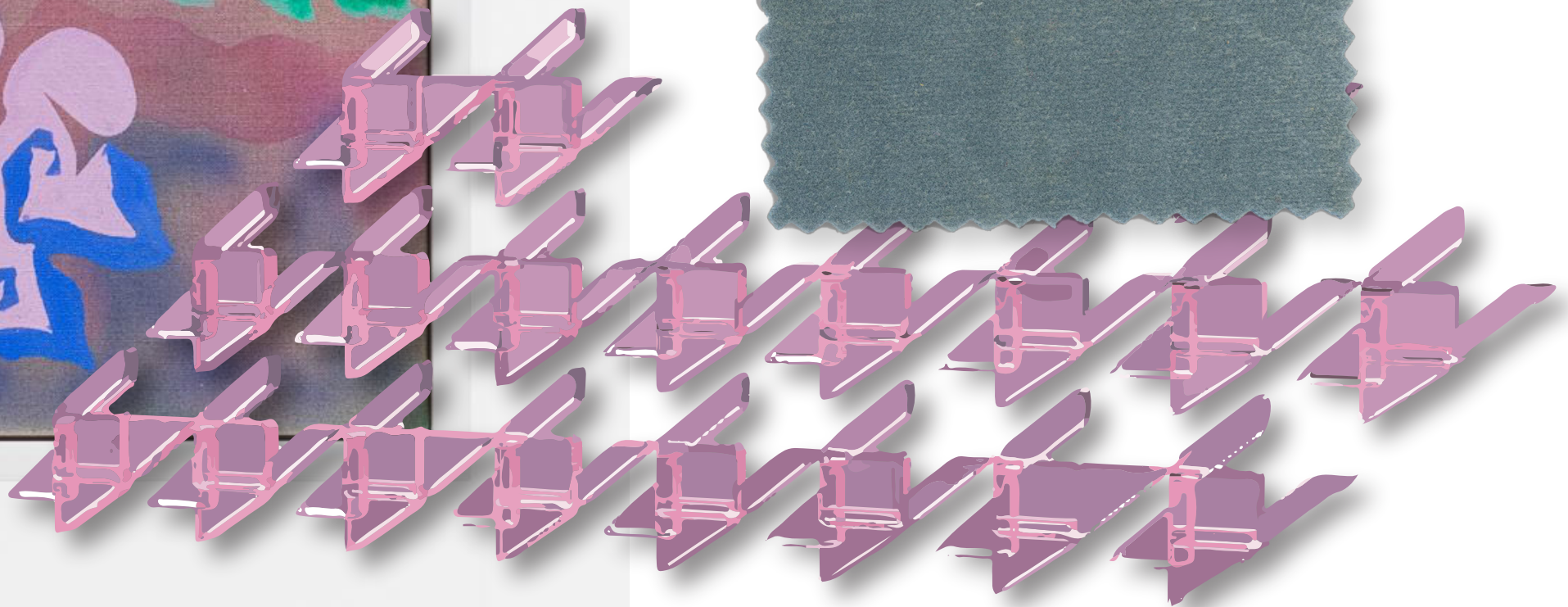


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