Coach brings psychedelic flair to Fall 2019

By Gabriella Lacombe - 13 February 2019

The eccentric side of romance continues to blossom on New York Fashion Week runways this season, with American heritage label Coach unveiling a vivid play on classic brand trademarks for its Fall 2019 collection.
Set within the brightly lit walls of the American Stock Exchange, the co-ed collection by creative director Stuart Vevers was presented to an audience that included Anna Wintour, Paloma Elsesser, Chloë Grace Moretz and Coach men's brand ambassador, Michael B. Jordan.

The American Western theme of the brand’s Spring 2019 collection carried over into this season’s offering in the form of shearling coats, cowboy boots, brogue platforms, cowboy fringe and dresses with whimsical prairie ruffles.

For Fall, however, things seemed to move closer to California as looks took a turn for the psychedelic, featuring a rainbow of kaleidoscopic colors and abstract patterns that were applied across both men’s and women’s looks for a universally dreamy aesthetic.

Different shades of glowing green, ranging from a light moss to a deep emerald, predominated, appearing in a number of looks.
Several pieces had a distinct street style flair, including grungy mixed plaids, tiger-print scarves and sweaters, and brown faux fur jackets, vests and slippers decorated with the label's classic “C” logo print. Subdued bowling bags served as a point of balance, softening some of the collection's louder elements.

A subsidiary of Tapestry Inc, Coach is its parent company's biggest brand, with its handbags and accessories sales contributing around 71 percent of the group's business. Even as Tapestry reported disappointing holiday sales and revised down its full-year forecast earlier this month, the Coach brand itself seems to be going strong, with sales rising about 2 percent to $1.25 billion in the last quarter.

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