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Coach Introduces the Coach x Selena Gomez Collection Featuring the Selena Grace Bag

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NEW YORK, Aug. 7, 2017 /PRNewswire/ -- Coach (NYSE: COH, SEHK: 6388) announces the launch of Coach x Selena Gomez, a new collection in partnership with the actress and singer. Featuring the Selena Grace, a bag designed by Selena in collaboration with Coach Creative Director Stuart Vevers, the offering also includes small leather goods and accessories available for a limited time.



The Selena Grace is a double-handled carryall named after the star and the quality she most embodies. A staple that reflects Gomez's effortless all-American style, it's a go-everywhere bag built for real life. The Selena Grace features Gomez's personal touches: a hangtag bearing her signature and a storypatch sewn inside with her empowering message: "To be you is to be strong." The bag is further customized with "Love yourself first" in Selena's handwriting—a phrase inspired by one of her tattoos —embossed onto the base of the bag.

The Selena Grace comes from a legacy of American authenticity, craftsmanship and unfussy luxury for which Coach is known, imbued with a youthful new personality. It is available in three exclusive colors: Selena Black Cherry, Selena White and Selena Red. The collection also includes bag charms, wallets and the Selena Wristlet.

"It was really fun to create this collection with Selena and design pieces that are cool and feminine like her," says Vevers. "When we designed the Selena Grace, it was about exploring the qualities Selena wanted in a bag and creating something that felt personal to her."

"I'm very excited for everyone to finally see the design Stuart and I worked on together," says Gomez. "I can't wait to carry it—it's totally versatile, perfect to wear day-to-night and it goes with everything."

Additionally, Coach is offering customers a chance to win one of 150 signed Selena Grace bags, as well as one grand prize: A signed bag and a trip for two to meet Gomez in person at the Coach House flagship store in New York on September 13. Customers can enter for a chance to win at Coach.com or at any U.S. Coach retail store from Friday, August 4, to Tuesday, August 22, 2017.

The Coach x Selena Gomez collection will be available for pre-order online at Coach.com beginning on August 14 and available in Coach stores globally beginning September 1, 2017.

Gomez's new song "Fetish" is out now and marks her third song on the radio along with "It Ain't Me" and "Bad Liar."

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ABOUT COACH
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