

Coach Channels New York Mornings with Stuart Vevers' Youthquake Collection at NYFW

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It was a **New York morning brought to life** as Stuart Vevers unveiled his latest collection for **Coach** at New York Fashion Week, capturing the optimism, heritage, and streetwise energy that define the city's style.

Vevers' designs leaned into the **youthquake shaking Lower Manhattan**, where fashion rebels embrace individuality with an irreverent edge. The runway was dominated by elephantine pants paired with the snuggest jackets, waistcoats, and jenkins—silhouettes that married nostalgia with street fashion swagger.

Key looks highlighted the art of **repurposing**, with elongated, patched-up jeans, pants crafted in mixed panels of denim and Coach monogram, and heavily eroded leather jackets. It was fashion that looked lived-in, but with love and intention.

And, being Coach, the accessories commanded attention. Oversized totes with hefty straps, crescent-shaped clutches, and credit card holders worn on chains made sure every look was complete. The youthful cast, styled to perfection by Ashley Brokaw, mirrored the downtown cool kids of Howard Street and Dimes Square—the very vision of what today's New York youth aspire to be.

"The whole idea came from a New York morning. I find them very special—light, bright, fresh, and full of the optimism of moving forward," explained Vevers backstage. He also nodded to other parts of America he has explored, with sheath dresses printed with Monument Valley landscapes, tees reading "Seattle," and tops inspired by Sante Fe fairgrounds.

The show itself was staged in a cavernous East River warehouse, transformed with **40-foot sepia prints** of New York's classic architecture, while Elton John's *Goodbye Yellow Brick Road* with sweeping strings set a nostalgic yet emotional tone.

The muted palette of worn creams, browns, beiges, and indigo blues reinforced Coach's growing reputation under Vevers: a **cult brand that blends heritage with contemporary cool**.

In a busy week for the brand, Coach also announced the upcoming memoir of chairman emeritus **Lew Frankfort**, cheekily titled *Bag Man: The Story Behind The Improbable Rise of Coach*, set to release October 8 with a signing event at Hudson Yards.

Vevers capped the evening with a **celebratory party at Café Zaffri**, hosted alongside stylist Katie Grand and *Perfect* magazine—an intimate yet starry affair that sealed what many are calling Vevers' finest collection for Coach to date.