



BRITISH
FASHION
COUNCIL

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**COACH X BRITISH FASHION COUNCIL ANNOUNCES
2017 DESIGN COMPETITION WINNER**

London, March 16, 2017 - Today, Coach, a leading New York design house, and the British Fashion Council (BFC) announce Lloyd James Husband as the 2017 recipient of the Coach Fashion Design Competition.

The 2017 honor was awarded to Husband for his research on Coach's aesthetic and presentation of footwear and accessory designs. Recipients receive a £3,000 cash prize to help fund the creation of their student collection. Husband is a current student at the University of Westminster.

For the 2017 competition, Coach asked participants to interpret the "spirit of cool" in American luxury. Students from top UK fashion universities presented portfolios and mood boards portraying their commercial interpretation. Each submission was comprised of eight men's or women's looks, channeling the student's point of view and individual design aesthetic.

Stuart Vevers, Coach Executive Creative Director said, "Coach is about freedom, openness and acceptance, being true to one's self to make dreams possible. Supporting young talent is a mission we embrace and I am excited to partner with the BFC to provide a platform for the designers of tomorrow."

Entries were received from noted design programmes including University of Westminster, Central Saint Martins and Edinburgh College of Art. The candidates' work was judged by a committee of industry experts from both the design and commercial side of fashion. The judging committee included Eva Sneve, Accessories Design Consultant & Director, Coach, Clare Corrigan, Accessories Design Consultant, Coach, Judith Rosser-Davies, Head of

Government Relations & Education, British Fashion Council, and Sophie Matthews, Head of Media & Retail Partnerships, British Fashion Council.

Caroline Rush CBE, Chief Executive BFC said, “Education is at the heart the British Fashion Council’s mission. I would like to thank Stuart Vevers and his team for their support. It is wonderful to see iconic brands such as Coach investing in the development of future talent.”

Coach, Inc. is a leading New York design house of modern luxury accessories and lifestyle brands. The Coach brand was established in New York City in 1941, and has a rich heritage of pairing exceptional leathers and materials with innovative design. Coach is sold worldwide through Coach stores, select department stores and specialty stores, and through Coach’s website at www.coach.com. In 2015, Coach acquired Stuart Weitzman, a global leader in designer footwear, sold in more than 70 countries and through its website at www.stuartweitzman.com. Coach, Inc.’s common stock is traded on the New York Stock Exchange under the symbol COH and Coach’s Hong Kong Depositary Receipts are traded on The Stock Exchange of Hong Kong Limited under the symbol 6388.

Neither the Hong Kong Depositary Receipts nor the Hong Kong Depositary Shares evidenced thereby have been or will be registered under the U.S. Securities Act of 1933, as amended (the "Securities Act"), and may not be offered or sold in the United States or to, or for the account of, a U.S. Person (within the meaning of Regulation S under the Securities Act), absent registration or an applicable exemption from the registration requirements. Hedging transactions involving these securities may not be conducted unless in compliance with the Securities Act.

The British Fashion Council (BFC) was set up in 1983 to promote British fashion internationally and co-ordinate this promotion through fashion weeks, exhibitions and showcasing events. The BFC now supports designers beginning at college level and extending to talent identification, business support and showcasing schemes to help British designer businesses develop their profiles and business globally and promote British fashion and its influential role in Britain and London. The BFC Colleges Council offers support to students through its Foundation, BA and MA scholarships, links with industry through design competitions and Graduate Preview Day. Talent identification and business support schemes include BFC Fashion Film sponsored by River Island; BFC Rock Vault; BFC Headonism; BFC/GQ Designer Menswear Fund; BFC/Vogue Designer Fashion Fund and NEWGEN. The BFC supports Boden’s Future British initiative. The BFC also runs and owns charities including the BFC Fashion Arts Foundation, the BFC Fashion Trust and the BFC Education Foundation. Showcasing initiatives and events include London Fashion Week, London Fashion Week Men’s, LONDON show ROOMS, International Fashion Showcase, London Fashion Week Festival and the annual celebration of excellence in the fashion industry: The Fashion Awards.