



## COACH™ (Re)Loved Craftsperson Apprenticeship Program

Join us in crafting a more circular, sustainable future for fashion



The Coach (Re)Loved Craftsperson Apprenticeship Program is a new program inspired by our vision of helping to create a better-made future through better-made things. Coach (Re)Loved is our circular ecosystem of unique Coach programs in repair, refurbishment, upcycling, recycling and trade-in designed to keep Coach products in use and out of landfills. Powered by the imagination of our design team and the ingenuity of the skilled craftspeople in our Coach (Re)Loved and Repair Workshop, it is part of our pact to do better for the planet.

Drawing upon our 80-year heritage in leathercraft, the Coach (Re)Loved Craftsperson Apprenticeship Program is designed to develop a new generation of craftspeople who are passionate about being part of a more circular future in fashion.

### Over the course of the one-year program:

Apprentices will learn technical leather craftsmanship skills and develop the skills needed to transform pre-loved Coach bags into newly reimagined and restored bags our customers will wear (and love) for a long time. Through extensive hands-on training in our workshop under the supervision of Master Craftspeople and other workshop experts, apprentices will develop skills in four areas:

- **Quality assessment**

Develop a deep understanding of leather and the qualities used by Coach; learn how to assess product quality and identify repair needs



- **Repair and refurbishment**

Learn the technical skills to restore and repair bags, e.g., deep-cleaning and conditioning, leather cutting, skiving, stitching, edge staining, etc., using both hand techniques and machinery

- **Upcrafting**

Develop artisanal design and craft techniques required to upcycle bags, e.g., cutting and stitching leather by hand, riveting/studding, patchwork, weaving and whipstitch leathercraft, etc.; work closely with design team to creatively problem solve and achieve design intent

- **Recycling/remaking**

Understand finished goods construction and deconstruction and gain exposure to the processes of design, pattern making, prototyping and new product construction

## By the end of this program, each craftsperson will:

- Develop the foundations of the technical craftsmanship skills required to repair, refurbish and upcraft Coach leather goods through hands-on-training under the supervision of expert craftspeople
- Develop a deep understanding of the product lifecycle as well as the design techniques and craftsmanship skills required to give pre-loved Coach products a second life
- Learn about the Coach design process by partnering with the Coach (Re)Loved design team on product development and customization techniques to upcraft Coach bags
- Learn from our Coach/Tapestry sustainability teams about the challenges facing the fashion industry and our planet, the commitments Coach is making to address those challenges, and the transformative impact of circular business models on our industry



At the end of this one-year program, apprentices will have the opportunity to join Coach and build their career as a Coach (Re)Loved junior craftsperson in the Coach (Re)Loved and Repair Workshop in New Jersey.



[Scan or click to learn more and apply](#)

## About Coach (Re)Loved

Introduced in 2021, Coach (Re)Loved is part of Coach's commitment to a circular future in fashion grounded in Coach's legacy of beautifully made pieces, crafted to last for generations. It spans four unique programs—Upcrafted, Remade, Restored and Vintage—that give pre-loved and damaged Coach products a second life as well as Coach (Re)Loved Exchange, a trade-in program where customers can swap eligible pre-loved Coach bags for credit towards their next purchase. Coach (Re)Loved was created to help keep Coach bags out of landfills and reimagine end-of-life processes in fashion.