

COACH

NEWS RELEASE

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Actress Elle Fanning to be named face of Coach's fall collection

NEW YORK — Actress Elle Fanning will star in this fall's launch of Coach's "Revive Your Courage" campaign at New York Fashion Week, serving as this campaign's primary ambassador and spokesperson.

Fanning will be joined by two other ambassadors, SOYEON and Lilas, as a part of Coach's dedication to expand its Asian markets. SOYEON is a trailblazing artist, which is male-dominated in Korea, and Lilas is a popular Japanese songwriter.

Fanning will help bring to life Coach's vision of an improved kind of luxury determined to display self-expression, which Coach believes is valued by today's generation. According to CEO Todd Kahn, this collection is about finding the courageous, younger inner self that pushes for exploration and self-identity.

"Gen Z is determined to chase after their dreams," Kahn said. "We're inspired by them, so this is a message to our younger consumers but also to all of the Coach community that we should reclaim the passion our younger selves had to understand all sides of who we are."

This campaign features the actress, artist and songwriter trio tell the story about how they found their inner child again. Part of the story is how the ambassadors feature the classic Tabby bag, which symbolizes helping them recapture their adventurous spirit.

"I loved collaborating with Elle," Creative Director Stuart Vevers said. "She really brought this all together. This is not only a campaign but a movement."

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Coach is a global fashion house founded in New York in 1941. Grounded in "The Courage to Be Real," Coach holds an inclusive and courageous spirit. The brand makes beautiful things, crafted to last—to be fearless and youthful in. To see more, visit the website [Coach](https://www.coach.com).

CONTACT:
Charleigh Thomas
Public Relations Director, Coach
832-975-3322
ctho375@lsu.edu