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It's All Coming Together for Coach



Alexis Brunswick

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Kate Bosworth and Chloë Sevigny come out to support Stuart Vevers' new direction.



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Kate Bosworth and Stuart Vevers



Despite the looming threat of an oncoming downpour—an unusual event in Los Angeles—Coach brought out its very best last night in Beverly Hills. Toasting its new Rodeo Drive flagship store concept, and the

Coach's new store opening in Beverly Hills, featuring its new Coach Backstage concept, and the ongoing Coach Backstage series recognizing emerging talent, the heritage brand transformed a parking structure rooftop into a music-festival-style setting fit for its new look.

“It feels like it’s all coming together,” executive creative director Stuart Vevers told Style.com, noting the timing of both the new store opening and his first collection (Fall ’14) hitting stores. “It’s been a big year of change at Coach, a big reset,” he continued. “And it’s important to show this new store that’s going to be all across America.” Fans of the brand’s new positioning included Kate Bosworth, who arrived in Vever’s Spring ’15 candy-colored leather shirtdress. “What Stuart’s doing with Coach is truly exciting,” Bosworth said of his new, youthful perspective. “I’ve followed his work as a fan, and when his first collection hit, I thought, *I’m really in trouble with this one,*” she admitted.

A crowd including Will Peltz, Kirsten Dunst, and Emily Ratajkowski enjoyed a sampling of the city’s finest food trucks and performances by Kid Cudi and Skylar Grey. After pledging allegiance to Vever’s strong outerwear showing, Chloë Sevigny admitted that her Coach shearling was what’s been keeping her warm this winter. But her very first memories of the brand remain. “I just remember growing up, scouring shops for those old, chunky, ’70s thick leather Coach items that were so perfect in their simplicity,” Sevigny said. And for Juno Temple, the new look doesn’t belie the brand’s staying power. “I just feel like I’ll have it forever,” she said. “I can give it to my daughter one day, or when I’m a grandmother, I’ll be able to use it.”

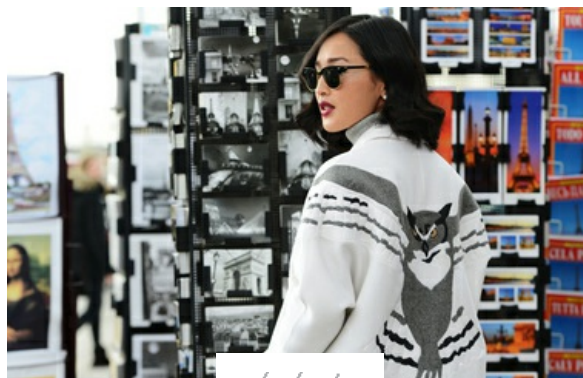
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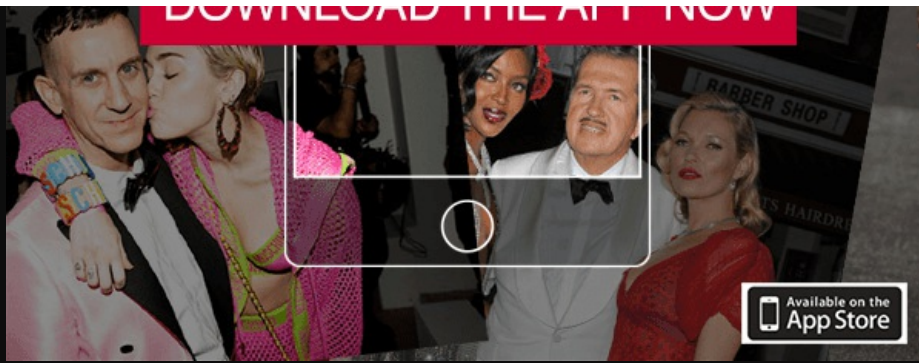
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