

Coach introduces youthful Selena Gomez collaboration featuring bag designed by singer

By **Jas Ryat** on August, 15 2017 | Fashion, Bags & Accessories



Coach has announced the launch of Coach x Selena Gomez, a new collection in partnership with the

actress and singer.

Featuring the Selena Grace, a bag designed by Selena in collaboration with Coach Creative Director Stuart Vevers, the offering also includes small leather goods and accessories available for a limited time.

The Selena Grace is a double-handled carryall named after the star and the quality she most embodies. Described as a staple that reflects Gomez's effortless all-American style, it's a go-everywhere bag built for real life.

The bag features Gomez's personal touches: a hangtag bearing her signature and a storypatch sewn inside with her empowering message: "To be you is to be strong."

The bag is further customized with "Love yourself first" in Selena's handwriting – a phrase inspired by one of her tattoos – embossed onto the base.



The Selena Grace comes from a legacy of American authenticity, craftsmanship and unfussy luxury for which Coach is known, imbued with a youthful new personality. It is available in three exclusive colors: Selena Black Cherry, Selena White and Selena Red. The collection also includes bag charms, wallets and the Selena Wristlet.

"It was really fun to create this collection with Selena and design pieces that are cool and feminine like her," said Vevers. "When we designed the Selena Grace, it was about exploring the qualities Selena wanted in a bag and creating something that felt personal to her."

"I'm very excited for everyone to finally see the design Stuart and I worked on together," said Gomez. "I can't wait to carry it - it's totally versatile, perfect to wear day-to-night and it goes with everything."

The Coach x Selena Gomez collection will be available in selected travel retail Coach stores beginning September 1, 2017.