



October 2, 2017

VIA EMAIL AND OVERNIGHT MAIL

Nancy Axilrod, General Counsel
Coach, Inc.
10 Hudson Yards
New York, NY 10001
[REDACTED]

Coach Outlet
Clinton Crossing Premium Outlets
20A Killingworth Turnpike
Clinton, CT 06413

Re: Coach Outlet store's fictitious pricing practices

Dear Ms. Axilrod:

I am writing to you on behalf of Truth in Advertising, Inc. ("TINA.org"), a nonprofit consumer advocacy organization based in Connecticut dedicated to protecting consumers nationwide from deceptive advertising. A TINA.org investigation has revealed that the Coach Outlet store at Clinton Crossing Premium Outlets in Clinton, Connecticut runs perpetual – and therefore fabricated and deceptive – sales on its products.

Specifically, TINA.org visited the Clinton store on a weekly basis for more than six months (from February 17, 2017 to August 28, 2017) in order to track the advertised pricing for a sampling of five products. Not once during the entire 29-week investigation did any product in TINA.org's sampling sell for the advertised "regular" price.

A summary of our investigation findings is below:

Product	Advertised "Regular" Price	Advertised "Sale" Price
Men's Hamilton Bag	\$450.00	\$139.50 - \$169.15
Women's Lexy Shoulder Bag	\$395.00	\$117.60 - \$189.50
Women's City Zip Tote	\$295.00	\$82.50 - \$119.00

Women's Accordion Zip Wallet	\$250.00	\$54.00 - \$79.00
Women's Corner Zip Wristlet	\$75 - \$85.00	\$19.00 - 25.00

The sampling of products at the Coach Outlet store show that "sales" ranged from 52% off to more than 75% off the "regular" price. A full table showing the individual prices at the Coach Outlet store each week, as well as photographs of the product tags and sale signs, is available at <https://www.truthinadvertising.org/coach-outlet-pricing-database/>.

This fictitious pricing comparison, in which Coach Outlet attempts to mislead consumers to think they are receiving a great bargain, is deceptive and against the law. Accordingly, we are filing a complaint with the Connecticut Attorney General's Consumer Protection Department regarding the use of this deceptive marketing tactic. We urge you to cease this fictitious reference pricing immediately, and ensure that all Coach and Coach Outlet stores and internet sites are not using similar deceptive marketing tactics.

Sincerely,



Laura Smith, Esq.
Legal Director
Truth in Advertising, Inc.

Cc: Steven Fivel, General Counsel, Simon Property Group, Inc.