

THE COACH *Coffee Shop*

Press Release

For Immediate Release

Fleur de New York: A Playful Collaboration Between The Coach Coffee Shop and Fleur by Raja

Bringing New York-inspired salt bread and specialty coffee together in a curated experience of flavor, creativity, and everyday moments



Jakarta, 22 April 2026 — Bringing together bold flavors and creative expression, The Coach Coffee Shop partners with Fleur by Raja, a Jakarta-based bakery recognized for its creative and inventive approach to salt bread and contemporary baked creations to introduce Fleur de New York, a limited-time collaboration that captures the vibrant energy and everyday charm of New York café culture.

Inspired by the city's dynamic spirit, Fleur de New York presents a curated selection of New York-inspired salt bread creations by Fleur by Raja, thoughtfully paired with specialty beverages from The Coach Coffee Shop. The collaboration blends comforting flavors with a sense of discovery, offering a fresh and approachable way to experience the essence of New York in Jakarta.

At the heart of the collaboration is a specially curated bundle, featuring one salt bread and one coffee, available for IDR 100,000++. Guests can choose between two signature salt bread creations: Smoked Salmon Cream Cheese Salt Bread and Philly Cheesesteak Salt Bread, paired with a selection of coffee: Berry C or the classic NY Latte. Designed to be both satisfying and accessible, the bundle reflects a balance of indulgence and everyday enjoyment.

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Fleur de New York captures the little moments that define the city with good food, great coffee, and a sense of creativity, bringing that same feeling to Jakarta in a way that feels both elevated and approachable.

Simple yet thoughtful, Fleur de New York reflects the charm of everyday rituals, bringing together flavor, creativity, and small moments of joy. With its blend of culinary collaboration and approachable flavors, the program offers a new way for guests to enjoy a taste of New York, reimagined in Jakarta. The collaboration will be available from 28 April to 12 May 2026 (excluding Mondays).

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About Coach

Coach is a global fashion house founded in New York in 1941. Inspired by the vision of Creative Director Stuart Vevers and the inclusive and courageous spirit of its hometown, the brand makes beautiful things, crafted to last—for you to be yourself in.

Coach is a Tapestry, Inc. brand. Tapestry is publicly listed on the New York Stock Exchange under the ticker TPR.

About Kanmo Group

Kanmo Group, an ISO-27001 certified organization, was formed in 2005. As the partner of leading retail brands from around the world, the group occupies a leadership position within several market segments in Indonesia. Operating across retail, wholesale, online, and travel retail channels, Kanmo Group has positioned itself as a leading omnichannel operator in Indonesia. It runs more than 300+ physical stores spread across 16 cities, several own-brand websites and marketplace stores, as well as wholesale channel distribution spread across 60+ cities and 1000+ points of distribution. These points of distribution include specialty stores, baby Tours, department stores, modern grocery, pharmacies, and the like. The vision of Kanmo Group is to 'inspire and enrich life journeys' for aspiring Indonesian consumers. Come visit us <https://kanmogroup.com> to learn more.

SOCIAL MEDIA: @Coach; @TheCoachRestaurant; #CoachNY

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