

Everrich and Coach partner in exclusive Christmas campaign



Everrich and Coach join forces in a striking Christmas-themed pop-up

Everrich has partnered with American fashion brand Coach to launch a Taiwan exclusive pop-up café at the Everrich Taipei Downtown Duty Free Shop.

With an American Christmas atmosphere, the innovative café features holiday-themed installations to create a trendy space targeting fashion lovers and young tourists.

Running from November 20 to January 6, 2025, the Coach Holiday pop-up combines the spirit of Christmas with Coach's New York fashion essence. With a 'Holiday Dinner' theme, the café features a Christmas tree over three meters tall, gingerbread decorations, and colorful lights, creating a warm and cheerful holiday atmosphere.

In celebration of the Christmas season, the Everrich x Coach Café will offer a selection of American desserts, including



Limited-edition Coach Café items, including the iconic 'Ms. Joe' figure, are available at the pop-up

Additionally, Everrich Duty Free - known for promoting Taiwan's local culture - has partnered with Taiwan's high-quality tea producers to exclusively offer hand-brewed specialty teas from Taoyuan, New Taipei City, and Hualien City, providing customers with a unique dining experience. Limited-edition Coach Café items, including the iconic 'Ms. Joe' figure, will also be available.

Everrich will host an exclusive VIP event on December 7 and 8. Everrich members will have the opportunity to create a Christmas wreath by hand and receive an exclusive countdown calendar. The outdoor plaza on the first floor of the duty-free shop will host a Christmas party featuring food, music, and a retro American carousel. The event will also include various American food trucks and live music, including well-known singers, jazz bands, and orchestral performances, all set to provide "an unparalleled audio-visual experience for customers".

According to Everrich, innovative brand experiences and festive rituals have become a market trend₂

“The collaboration between Everrich and Coach perfectly blends international brand allure with Taiwanese creativity, offering consumers a rich and memorable experience through exquisite services and diverse activities,” the travel retailer stated.