

To: Kristin Juszczak (Fashion Designer, Influencer, and NFL Wife)

Subject: Coach's Sideline Collection: Style that speaks from the stands

Hi Kristin:

As the playoff season approaches, Coach has created The Sideline Collection, something special for those who want to represent their teams or their spouses in style. The Sideline Collection, a limited-edition line of bags, will launch on Dec. 15, 2025. Each piece features one of the 32 teams, showcasing team-inspired colors and subtle logo detailing

Created with the wives and partners of NFL players in mind, our bags capture the perfect balance of sophistication and sport. The collection is designed to celebrate all the women who support the NFL from off the field. With 78% of fans saying personal style is part of their game day identity and a 40% rise in demand for sport-inspired fashion this year, this launch captures a moment where luxury and sport intersect.

Here at Coach, we've always admired your handcrafted game day styles and impeccable eye for fashion. We would love to gift you our 49ers-themed bag, the perfect addition to your next standout playoff look, and chat about how we could partner to showcase this collection. I'll follow up next week.

Thanks,
Jera Strony
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The following information is not intended to be factual but is a class writing assignment from August 2025 to December 2025 at the S.I. Newhouse School of Public Communications, Syracuse University. All information is intended to be sourced appropriately.