

## CUSTOMER STORY

# How Tapestry moves its 5,000 employees in the fast-moving fashion industry with Lyft.

## Owner of Coach, Kate Spade, and Stuart Weitzman brands uses Lyft to get employees around Manhattan in minutes.

Tapestry is a New York-based house of modern luxury brands including Coach, Kate Spade New York, and Stuart Weitzman — with collections that include handbags, shoes, ready-to-wear, jewelry, accessories, and gifts. The company's dedication to quality, craftsmanship, and creativity requires a travel solution that's similarly fashion-forward and seamlessly delivered.

**"When we launched our new travel platform, we chose Lyft because our values are so closely aligned. We've been able to show significant cost savings to senior management to demonstrate the program's value."**

— Rosemary Maloney, Global Travel Manager, Tapestry

### The Challenge

Tapestry has approximately 5,000 business travelers. Until 2016, the company lacked a formal managed transportation program. Moving employees around bustling Manhattan was causing Tapestry's ground costs to rapidly rise due to expensive by-the-hour black car services, taxis, and other options. With global spend approaching \$25 million annually, Tapestry wanted to deliver a quality employee experience while managing costs and ensuring duty of care.

## tapestry

### 📍 Industry :

Fashion

### 💰 Challenge :

Rising transportation spend approaching \$25 million yearly for employees and partners. Safety a key concern for female and LGBT workforce. Burdensome reconciliation and other paperwork.

### 🚗 Solution :

Lyft Profiles' automated expensing removes the paperwork of reconciliation. Lyft Codes and Concierge moves employees and partners to company meetings and product launches.

### ★ Impact :

- Significant cost savings—virtually eliminated black car usage
- Reliably and safely moved people around Manhattan in minutes
- Simplified reconciliation, automated expense reports, and provided visibility into spend

## The Opportunity

It was critical to have a transportation program — with a safe and convenient ridesharing solution — that’s designed with the same attention to detail and care as Tapestry’s products.

“Being a fashion brand, we have a lot of female travelers as well as a large LGBT community that we service, so Lyft’s emphasis on traveler safety was important,” Maloney says.

## The Solution

Tapestry uses several Lyft solutions including Business Profiles with automatic expensing to eliminate receipts, event codes for people going to company meetings and events, and Lyft Concierge to schedule rides for the artists, designers, and suppliers it works with. Plus, Coach has its own dedicated Lyft account manager to call upon as needed.

“We achieve solid cost savings while keeping the comfort level high and making sure that our people are safe,” Maloney remarks.

With even Lyft Lux costing about \$60 less per ride, Lyft has virtually replaced Tapestry’s use of black car service.

**“Having a dedicated account manager has been great. It’s always good to have someone to talk to if there’s ever an issue.”**

— Rosemary Maloney, Global Travel Manager, Tapestry

Top benefits include:



### Fashionable ride options

Right from the start, Tapestry’s vocal workforce has been quite pleased with ridesharing. People especially like the rewards and perks Lyft provides thanks to its partnerships with airlines such as Delta and JetBlue.

“We saw a big shift without any significant promotion because people like more miles and the benefits that come with Lyft,” says Maloney.



### Safe and simple

Lyft improves Tapestry’s duty of care by helping the company know where its people are, plus provides automated expensing and streamlined reporting to reduce management time and effort.

“I don’t have to deal with expense reports because it’s all done by code — simplifying reconciliation and providing detailed ride data for reimbursements or allocating to a specific cost center,” Maloney notes.



### Rides in a New York minute

Fashion is an industry where time is of the essence, so having on-demand ground transportation for business travelers is critical.

“If something happens with a shipment and it arrives at our office instead of Macy’s, we can throw it in a car and get it to the store in ten minutes,” says Maloney.

## Looking Ahead

Looking to the future, Maloney sees ridesharing becoming even more prevalent. “No one’s ever going to call a travel agent or use their desktop again,” she states. “People just want options and that’s exactly what ridesharing provides.”