Tapestry — TIV Report (Oct 2025)

October 2, 2025

Section Scores

Part 1	Part 2	Part 3	Total	%	Band
100	110	95	305	67.8%	Adopter

Executive Summary

Tapestry leverages CRM/CDP and omnichannel commerce with governance, but infra/AI Ops developing. Classified Adopter.

Strengths

• CRM/CDP integrations

• Omnichannel commerce

• Privacy governance

Weaknesses

• Limited ML Ops

• No group CDO/CAIO

• Engineering culture weak

Part 1 — Business & Strategy

1.1 C-Suite & Board: 25/40 — CIO & CTO; board digital advisors.

1.2 AI Leadership: 5/10 — brand-level coverage.

1.3 Strategy: 15/20 — digital in filings.

1.4 Hiring: 20/40 — steady digital hires.

1.5 Stability: 10/10 — stable.

1.6 Culture/Training: 10/20 — training & privacy.

1.7 Engineering: 5/10 — limited OSS.

Part 2 — Applications & Data
2.1 Website/App: 15/20 — mobile apps, CDN.

2.2 Customer Data: 25/40 — CRM/CDP partial.

2.3 Governance: 20/20 — CMP & GDPR.

2.4 Architecture: 25/30 — APIs & event-driven.

2.5 Marketing Ecosystem: 25/40 — omnichannel, broad Martech.

Part 3 — Infrastructure
3.1 Cloud Strategy: 15/25 — public cloud hosting.

3.2 AI Partnerships: 10/15 — vendor AI tools.

3.3 Data & Platform: 20/25 — Adobe/Snowflake.

3.4 AI/ML Ops: 10/20 — limited pipelines.

3.5 Compute: 15/25 — containers.

3.6 CI/CD: 10/20 — automation partial.

3.7 Security: 15/20 — certifications.

Conclusion
Tapestry scored 305/450 (67.8%) — Adopter.

Sources
• Tapestry Annual Report

• Coach/Kate Spade sites

• Brand privacy pages