

Term Project

BUF 3310 Term Project

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Few fashion trends stay long, but Ralph Lauren's designs have established his brand as an icon. The American clothes designer has gone from rags to riches, amassing a fortune of \$7 billion.

Despite his reputation for high-end fashion, Mr. Lauren originated from humble beginnings.

Ralph Lipschitz (changed his last name to Lauren when he was 16) was born on October 14, 1939 to Jewish immigrant parents in an impoverished neighbourhood of the Bronx. Despite his modest beginnings, he was always thinking big, as seen by his statement in the 1957 DeWitt Clinton High School

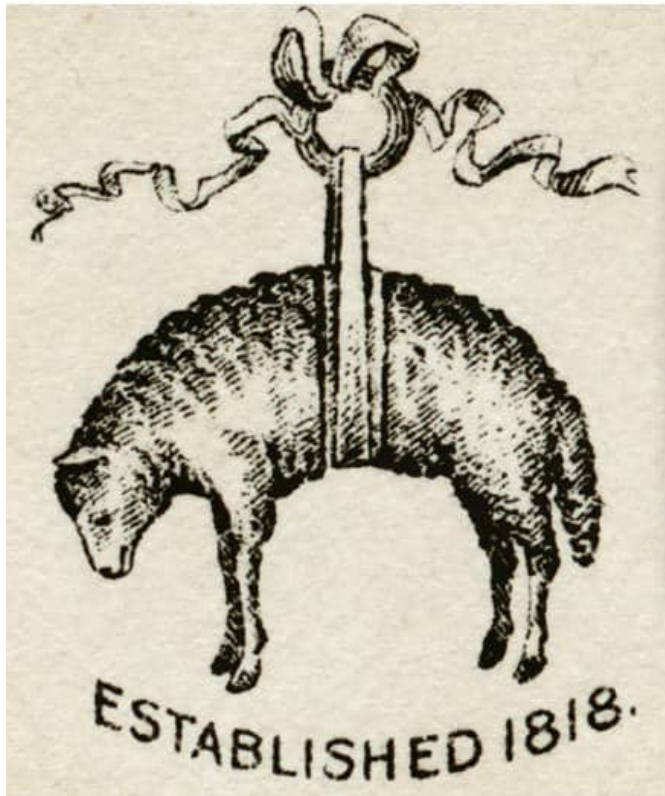
yearbook, in which he listed "millionaire" as his life goal. Although Lauren did not set out with the intention of becoming a fashion designer. He was working as a salesperson for Brooks Brothers when the idea to start his own line of neckties struck him. In an era when simple and narrow ties were popular, his main idea was to create wide, colorful ties. The ties were a hit at New York department store Bloomingdales, prompting him to launch a full menswear line a year later.



He began in menswear and introduced his first tailored shirts for women in 1971, complete with his now-famous Polo player symbol. In 1972, the polo shirt was introduced, with its bright color, pointed collar, and contrast-stitch logo, and it's still one of the most beloved pieces in the collection after 48 years. Ralph Lauren's product lines encompass all aspects of apparel fashion, and he has stated that his style is influenced by the attire worn at

America's Ivy League institutions. He has claimed that he enjoyed the classic look of navy blazers, school crests, rep ties, flannels, and saddle shoes. The unique identity of a preppy, aspirational American appearance is now defined as a crucial feature of American fashion. Ralph Lauren's success will always be based on good consumer opinions of its timeless designs, excellent quality, and premium status.

To honor Ralph Lauren, my promotion is planning to focus on the sale of polo shirts, but not just the ones made by Ralph Lauren. I'm planning on uniting all the makers of the short-sleeved, collared shirt with three buttons on the neckline. Lacoste, Fred Perry, Burberry, Tommy Hilfiger, and Hugo Boss will be there.



Henry Sands Brooks turned his attention to high-end clothes after years of supplying sailors and traders with their clothing. This meant that on April 7, 1818, Henry Sands Brooks founded his first suit store, on the corner of Catherine Street and Cherry Street, on the Lower East Side of Manhattan. The original name of the brand was H. & D. H. Brooks & Co. and it stayed like that until his four sons (Elisha, Daniel, Edward, and John) inherited the business

in 1850. That is when they renamed the place to the name we all now know as Brooks Brothers. The cotton boom of the nineteenth century enabled Brooks Brothers to develop ready-to-wear suits, a breakthrough that made "gentlemen's attire" affordable to regular Americans. They began to run advertisements claiming to have a vast supply of ready-made garments suited to buyers' interests and desires. Brooks Brothers also capitalized on the California gold rush because the miners didn't have time to get tailored garments, this store allowed them to just walk in and take a whole suit off the rack. In 1850, they debuted their renowned golden fleece logo, which was inspired by the Knights of the Golden Fleece. They were among the most vibrant and well-dressed knights in all of chivalric Europe. Some of their contributions to the fashion industry include the introduction of seersucker suits in 1870, the creation of the sack suit, and the creation of the cloth button-down shirt.



To honor Brooks Brothers, my promotion is planning to focus on the sale of men's suits. Brooks Brothers has done a lot for the menswear industry, so I plan on selling complete suits from brands they have helped pioneer in the USA. Brands such Bespoke Edge, Southwick, Hardwick, and Read Wall. All of those brands happen to be American owned and American made.

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My promotion will be held at a pop-up shop on the corner of Catherine Street and Cherry Street, on the Lower East Side of Manhattan. It will run from April 7th, 2022 until April 21st, 2022 and will promote all sorts of polo shirt designers and men's suit designers. The intention behind all of this is to pay our respects to the menswear brands that have paved the way for the brands we love and know now. Ralph Lauren and Brooks Brothers walked so that Lacoste, Tommy Hilfiger, Bespoke Edge, and Read Wall could run. Both designers are still relevant in 2021 because they're still going strong after depressions, recessions, and even pandemics. They're both pioneers of the menswear industry with a clientele that anyone would love to have. The layout of the pop-up shop will arrange the clothing in a sort of timeline so the consumers can get a quick history lesson while shopping for their favorite brands.

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