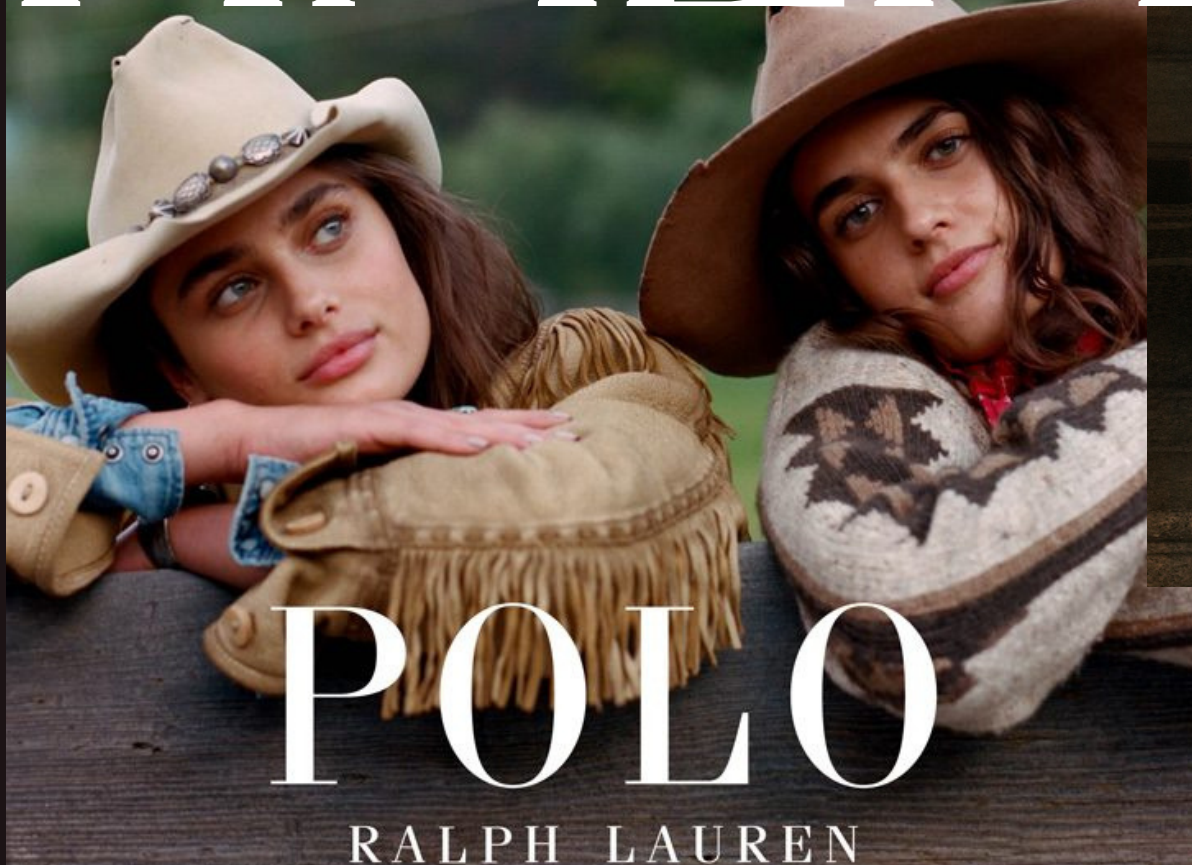




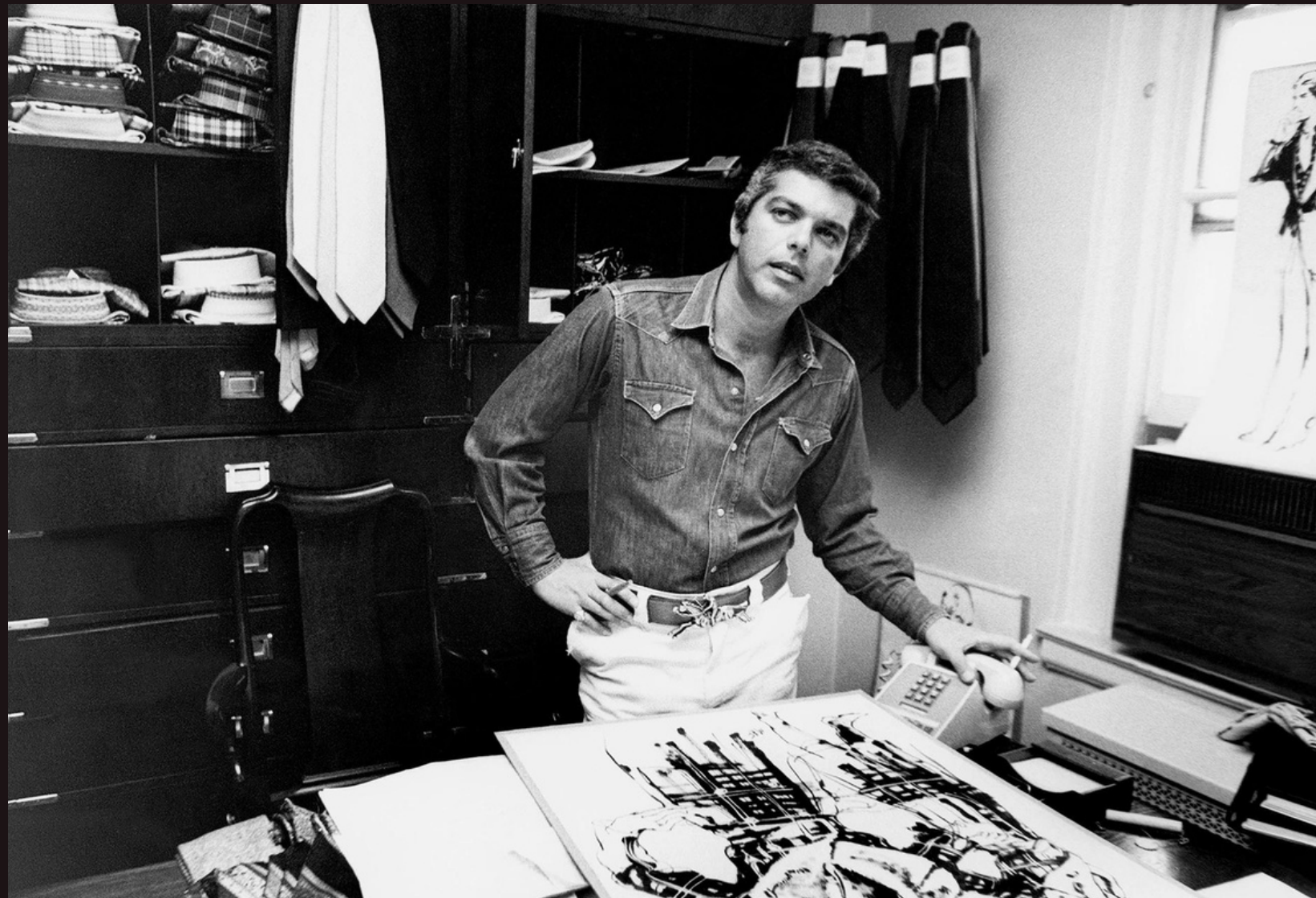
# RALPH LAUREN



POLO  
RALPH LAUREN

Yancel Valladares  
BUF 3310  
Spring 2023  
Ralph Lauren - Final

# HISTORY



Ralph Lauren, original name Ralph Rueben Lifshitz, was born on October 14, 1939, in New York, New York. When he was 24, he started a career with a sales job at the Brooks Brothers in New York. While working for a tie company, Ralph Lauren was inspired to begin designing his own neckwear. He began to market his unique line of ties under the name Polo in 1967 while also working at Beau Brummel.

# TIMELINE



After launching his own neckwear line in 1967, Ralph debuts his first full men's collection in 1968. Pieces that stood out included a white flannel suit and dress shirts in sport shirt fabrics which were unexpected. In 1970 The Polo by Ralph Lauren store opens up its first-ever boutique. In 1971, his first standalone store had opened on Beverly Hills' Rodeo Drive. Later that year, Ralph debuted his first collection for women.

In 1972, Ralph would debut what is now known as his signature piece: the mesh sport shirt that featured his trademark emblem, the polo player. The brand became the first to launch a men's and women's fragrance at the same time in 1978. The company would then become a publicly traded company on the New York Stock Exchange on June 12, 1997.

# PORTFOLIO

RALPH LAUREN HOME

 **CHAPS**

**POLO**  
RALPH LAUREN

*Purple Label*

**★ RAL ★**  
RALPH LAUREN

**LAUREN**  
RALPH LAUREN

Aside from owning the branches of Ralph Lauren such as Ralph Lauren Home, Chaps, Polo, Lauren and Purple Label, the brand has also been able to collaborate with BEAMS, Better Cotton, END, Palace, Fortnite, and ASOS.

# RETAIL BOOM

In 1986, Ralph opened  
his first flagship in the  
Rhineland mansion  
in New York City.



# INTERNATIONAL EXPANSION

The Ralph Lauren Corporation is an American publicly traded fashion company and its headquarters is in New York City.

In 1981, the company had entered the European market. It went international with the first freestanding store in New Bond Street in the West End of London, England.

Ralph Lauren currently has stores in Armenia, Aruba, Austria, Azerbaijan, Bahrain, Chile, Colombia, Costa Rica, Czech Republic, Denmark, Ecuador, Egypt, France, Germany, Greece, Guatemala, Hong Kong, Hungary, India, Ireland, Israel, Italy, Japan, Jordan, Kuwait, Malta, Morocco, Norway, Panama, Poland, Portugal, Qatar, Russia, Saudi Arabia, Spain, Sweden, Switzerland, The Netherlands, Turkey, the UAE, Ukraine, the UK, and the US.



# BRAND POSITIONING



Ralph Lauren has been able to include themselves in key categories that would help them with their brand positioning.

The corporation is a global leader in the design, marketing and distribution of luxury lifestyle products in the five categories of apparel, footwear & accessories, home, fragrances, and hospitality.



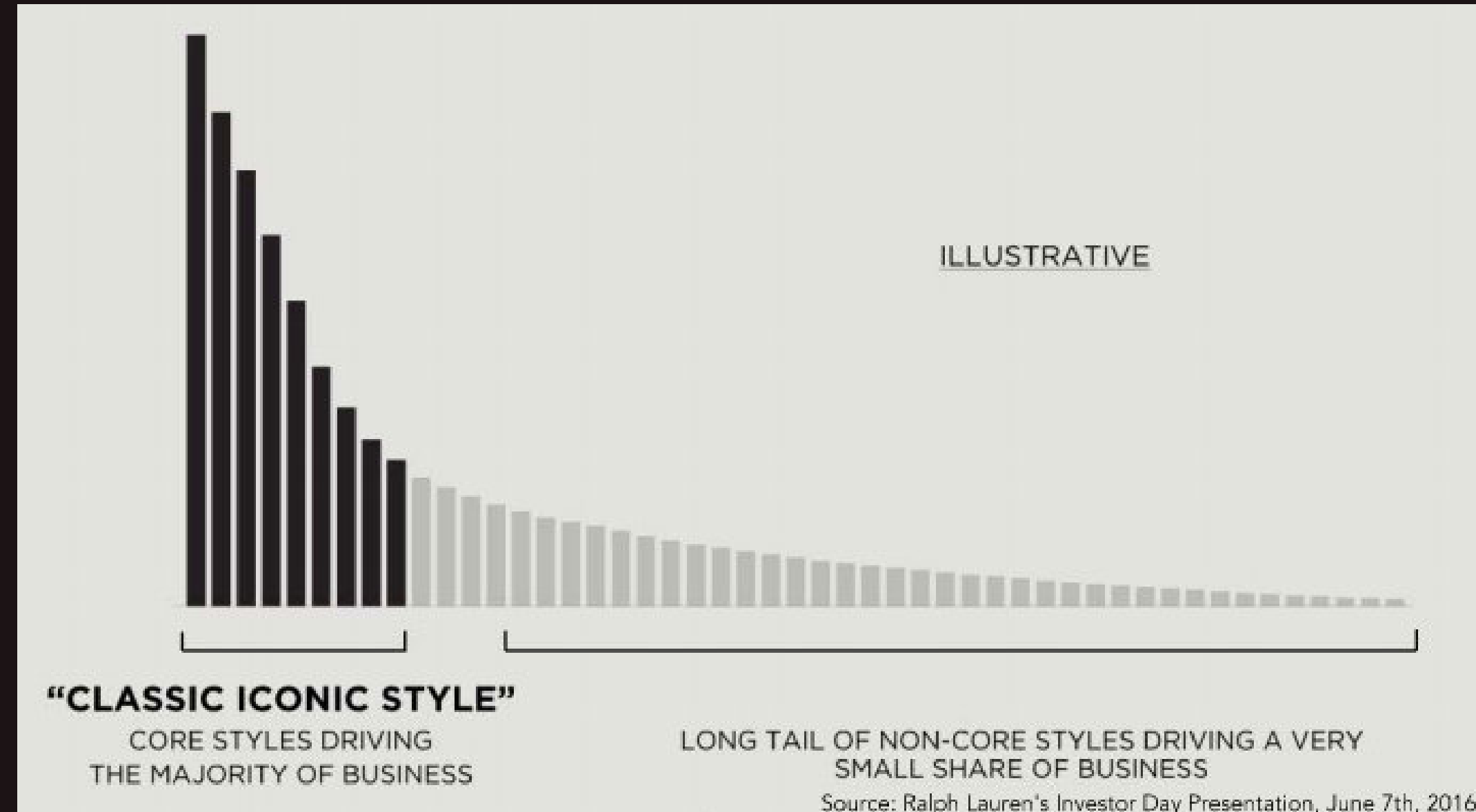


# CHALLENGES

According to Trefis, two challenges Ralph Lauren has faced in 2016 is that they had excess inventory problems, and they also did not have enough focus on core brand strength.

With having excess inventory problems, the brand had long lead times that would result in a mismatch of supply and demand which would average up to 15 months. There was also an absence of centralized inventory control and optimization. The excess inventory had driven up discounting and transfers to outlet and off-price stores.

Ralph Lauren, Polo, and Lauren have accounted for most of the brand strength and performance. 30% of the styles make up 70% of the business., and 65% of the styles are considered unproductive.



# THE WINNINGS

Ralph Lauren's style became a nationwide phenomenon after he dressed the male actors in clothing from his current line in the 1974 film of *The Great Gatsby*.

Ralph had become the first designer to appear in his own advertising. He was awarded seven Coty design awards and he was inducted into the Coty Hall of Fame in 1986.

He received the Lifetime Achievement Award from the Council of American Fashion Designers and a tribute for 25 years of impact on American style from Woolmark Awards in 1992. In 1996, the Council of Fashion Designers had elected him Designer of the Year.



# CONTROVERSIES



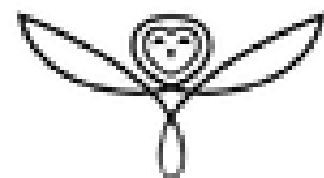
The brand was accused of selling an item which had copied Mexican indigenous designs. Beatriz Gutiérrez, the wife of Mexico's president, accused the brand of "plagiarism" and that copying the patterns were "illegal and immoral". Ralph Lauren put out a statement saying it was working to find out how the product had ended up on the sales floor. They also stated "We are deeply sorry this happened and, as always, we are open to dialogue about how we can do better".

Culture Minister Alejandra Frausto described it as a case of "cultural appropriation". Ralph Lauren announced that promised greater "credit and collaboration" for new garments using indigenous motifs for summer 2023.

# COMPETITORS



K E R I N G



BURBERRY

# MISSION STATEMENT



Ralph Lauren

## PURPOSE

"To inspire the dream of a better life through authenticity and timeless style."

According to the Ralph Lauren Corporation, each word is deliberate, deeply rooted into their history and in their culture. The hope to inspire a dream of a better life other than material status. Rather, they would like to inspire "a life filled with hope, possibility, and a sense of realness that never goes out of style".

# CURRENT CAMPAIGN

The organization has launched a new recycling program in efforts to maintain sustainability. Consumers in the United States, Britain, and the European Union can request a printable, paid postage label from the Ralph Lauren website to send unwanted, 100 percent cashmere items from any brand to be recycled. The clothes would go to Re-Verso in Tuscany, Italy, where the facility produces regenerated yarns and fabrics used by fashion companies, including Stella McCartney.

Fashion contributes to this when 92 million tonne of textiles waste is produced every year, and I believe that a program like this is could help in the decreasing of waste therefore helping the environmental crisis that is taking place today.



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