

Ralph Lauren

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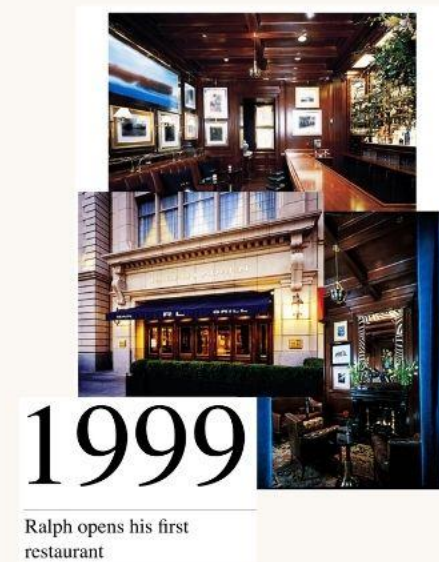
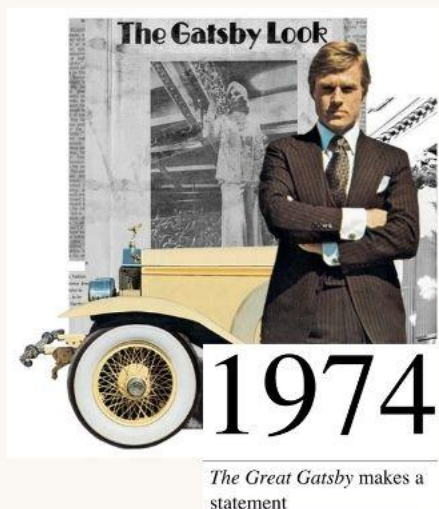
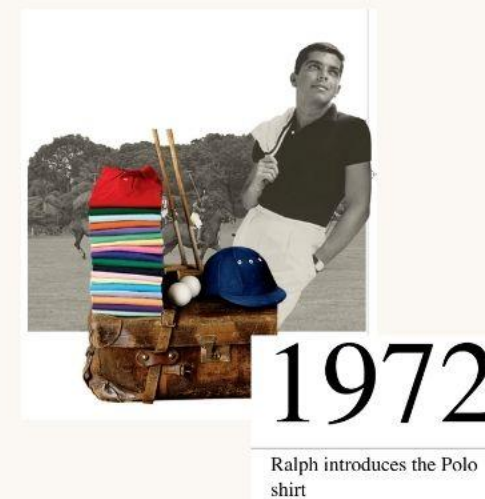
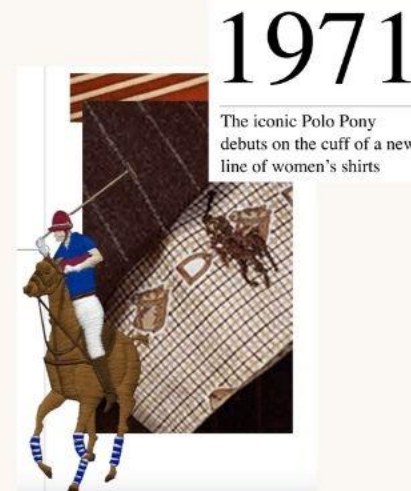
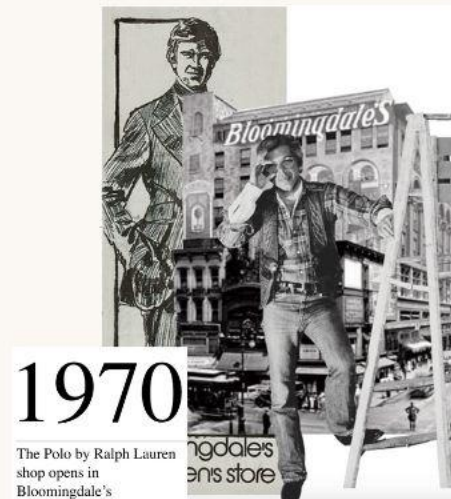
INTRODUCTION

01

Introduction: Ralph Lauren

BRAND STORY
BRAND AUDIT OBJECTIVE
VISION & MISSION
BRAND IDENTITY & VALUES



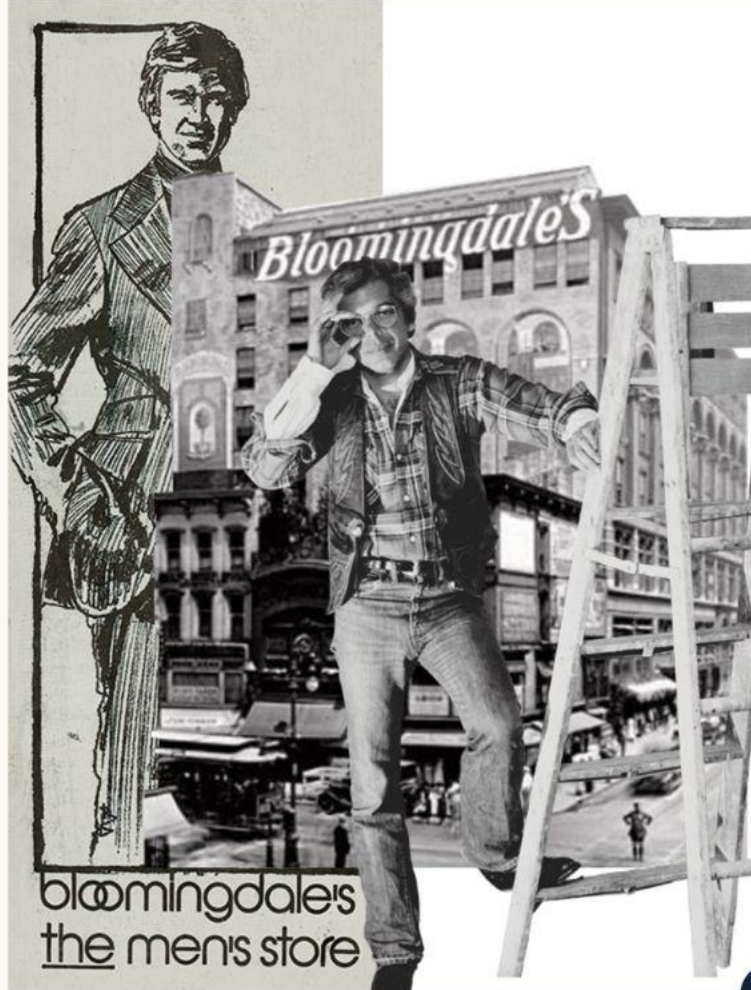


KEY ELEMENTS

- Emphasizes the American lifestyle - becoming a symbol of status for elitists.
- Design style: merged elements of English aristocracy with American East Coast sporty aesthete
- Ralph Lauren now operates 425 brick-and-mortar stores globally, primarily in North America.
- Ralph Lauren is recognized for pioneering a complete lifestyle vision in fashion.



BRAND AUDIT OBJECTIVE



- In the past two years, the brand's revenue showed a positive trend in the China market. However, there is a lack of clarity regarding the brand value and positioning, which needs to be further optimised.
- This audit aims to assess RL's market positioning, uncovering that it lacks clarity and exhibits a disparity in consumer loyalty—strong among locals but weak among non-locals. Furthermore, there's a significant awareness gap regarding Ralph Lauren's luxury offerings, indicating that current marketing strategies may not effectively communicate the brand's luxury identity to a broader audience, thus constraining its expansion in the luxury market.

BRAND PRODUCT PORTFOLIO

Ralph Lauren Collection:

Role: High-end womenswear, representing the brand's top craftsmanship and design.

Influence: The collection has earned the brand a reputation for "luxury and artisanal craftsmanship" and has been featured in New York Fashion Week on several occasions.



Purple Label:

Role: High-end customised series, representing the brand's highest standards in menswear.

Influence: Setting the standard for luxury menswear, reflected in the cuts, fabrics and details.

Polo Ralph Lauren:

Role: Mid to high end casual wear, the brand's most recognisable.

Influence: This collection sets the standard for casual and business casual wear, especially **the classic polo shirts.**

Lauren Ralph Lauren:

Role: Mid-market women's line offering Ralph Lauren's design at moderate prices.

Influence: Enabling end-market consumers to experience Ralph Lauren's classic design.



BRAND PRODUCT PORTFOLIO

RRL(Double RL):

Role: Inspired by the old cowboy style of the American West and the vintage feel of antique overalls.

Influence: The emphasis on vintage and craftsmanship has introduced a distinctly vintage American style to the fashion world..

Ralph Lauren Home:

Role: A range of items from furniture to bedding.

Influence: The furniture collection also embodies Ralph Lauren's classic American style, which has influenced the design of many furniture brands.

Ralph by Ralph Lauren and others:

Role: Targeting different consumer groups and markets, such as teenagers and children.

Influence: These sub-brands enable rl to reach a wider consumer base and make an impact in the fashion industry through design.

BRAND IDENTITY AND VALUES

IDENTITY

- To inspire the dream of a better life through authenticity and timeless style. Each word is deliberate, deeply rooted in our history and in our culture.

AMBITION

- We will be a leading luxury lifestyle company

VALUE

- Love what you do, be passionate, work hard, embrace individuality, work together, take risks, do the right thing, stand up for what you believe in, aspire to the best.



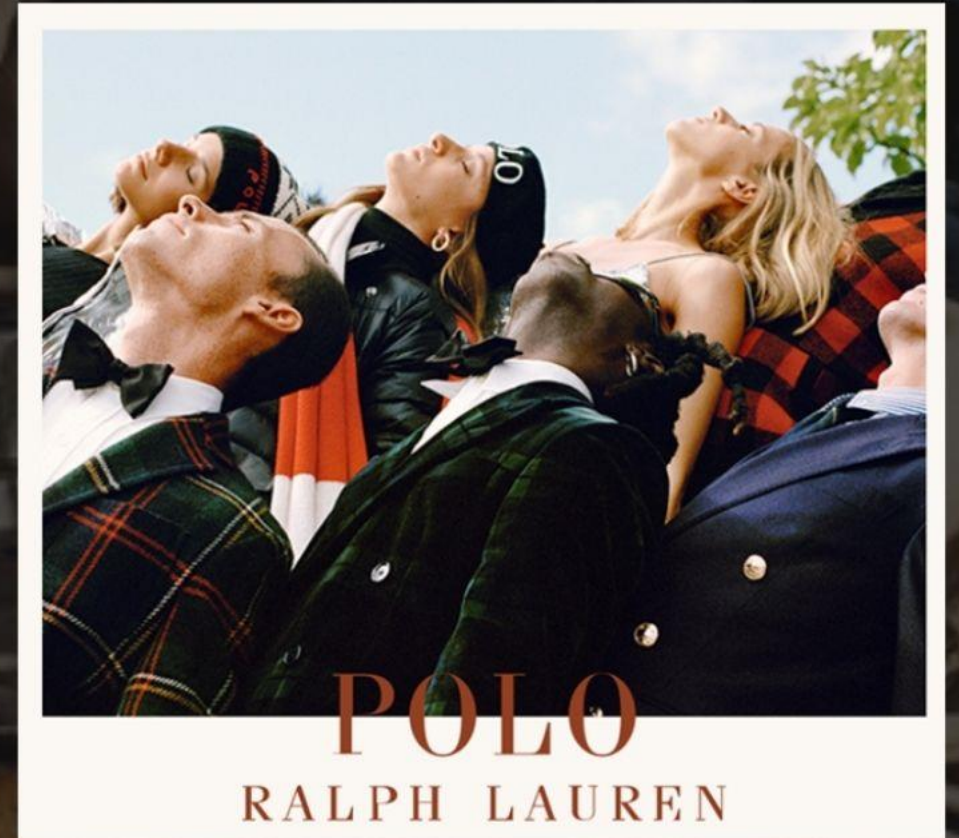
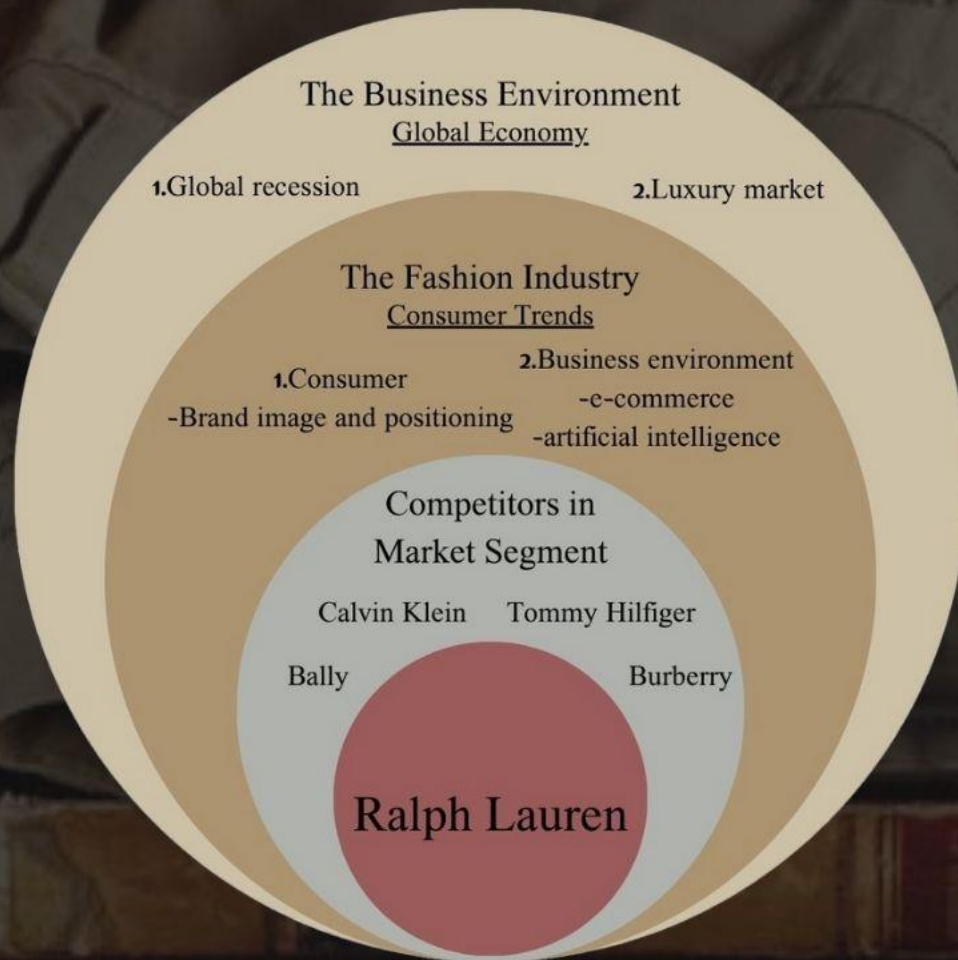
02

Strategic Context

PESTLE ANALYSIS
MARKET & CONSUMPTION TRENDS
COMPETITIVE ANALYSIS



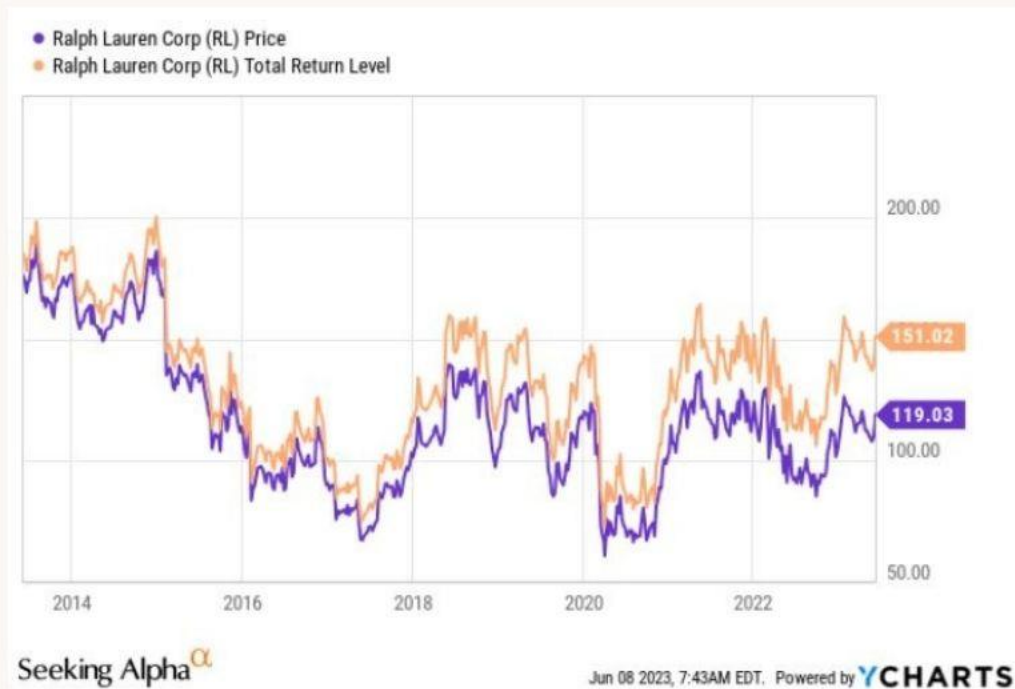
STRATEGIC CONTEXT



GLOBAL ECONOMY

POST-PANDEMIC ECONOMY

Ralph Lauren faces challenges amidst economic recovery post-pandemic. Stock prices reflect a downward trend over a decade, indicating difficulties. Targeting upper-middle class in North America with American cultural heritage, economic changes in middle class directly affect Ralph Lauren's North American sales.



Revenue decline: \$632 million in 2023, down 10% from previous year.



Layoffs affecting middle management and higher-ups amid economic shifts.

GLOBAL ECONOMY

LUXURY MARKET

The luxury market, inherently volatile, is greatly influenced by economic and political factors. Ralph Lauren faces challenges amid a volatile luxury market, inflation in the U.S. has contributed to reduced demand for luxury goods.

The luxury market is expected to slow down in 2024

Luxury fashion purchases declined by 9.6% in November 2023

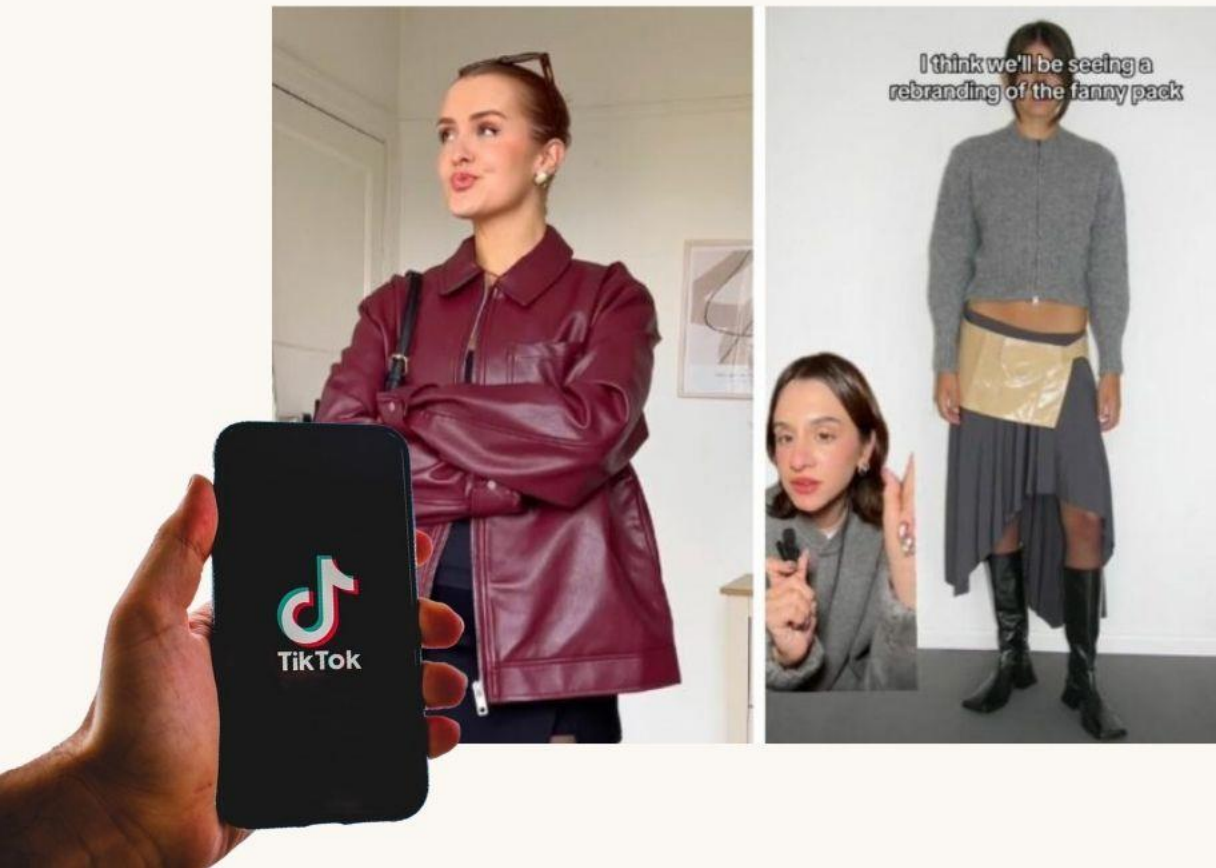
Ralph Lauren sales down 3% in Q4 2023



CONSUMER TRENDS

CONSUMER - BRAND IMAGE AND POSITIONING

Micro-trends driven by platforms like TikTok contribute to rapid turnover in consumer preferences. Luxury brands struggle to maintain relevance amidst the fleeting nature of trends, posing challenges for brand positioning.



Trend Dynamics

- High turnover rates of micro-trends, influenced by TikTok, create challenges for luxury brands.
- Younger consumers engage in trend-hopping, quickly shifting their preferences.

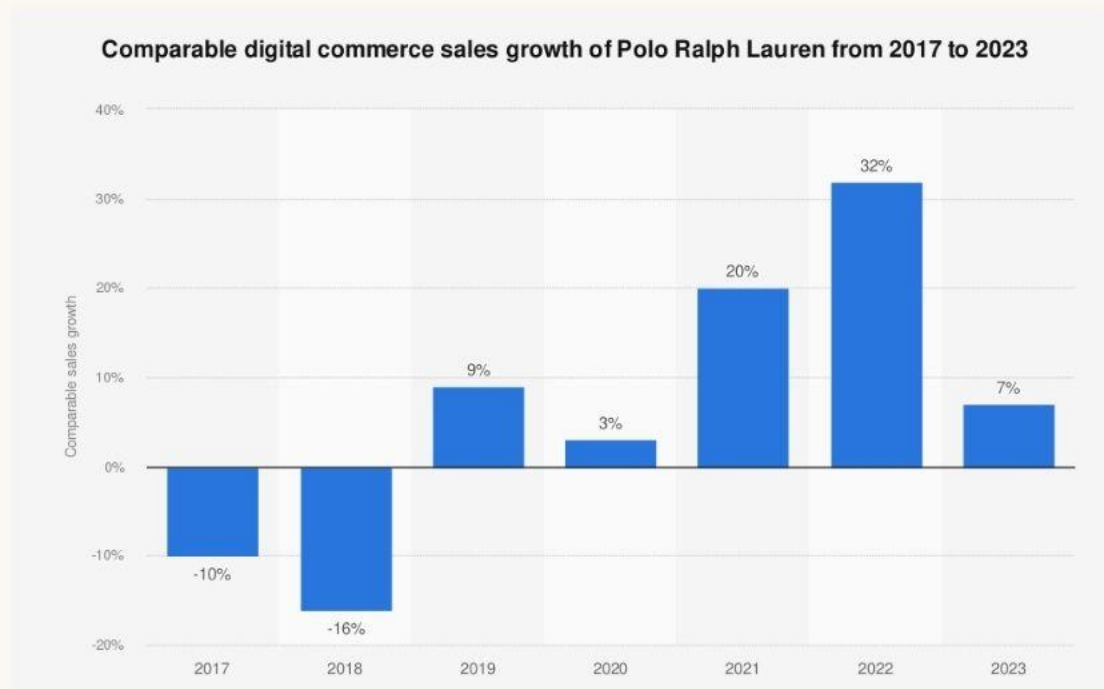
Consumer Behavior

- Younger consumers favor affordable thrift-flips and fast fashion brands due to their accessibility and trendiness.
- Ralph Lauren's strong preppy and classic brand image makes it difficult for consumers to associate the brand with trendiness.

CONSUMER TRENDS

BUSINESS ENVIRONMENT: E-COMMERCE AND AI

In the digital era dominated by Generation Z, global online sales of fashion items are on the rise. Brands must prioritize digital development and leverage AI technologies to succeed in e-commerce. By embracing AI-driven insights and optimizing DTC strategies, brands like Ralph Lauren can unlock growth opportunities and remain competitive in the digital marketplace.



The US fashion e-commerce market growing at a rate of 13.3%.

Brand e-commerce has experienced slower growth, dropping from 32% in 2022 to 7% in 2023.

AI is projected to generate \$150 million in revenue for the fashion industry over the next five years.

COMPETITORS IN MARKET SEGMENT

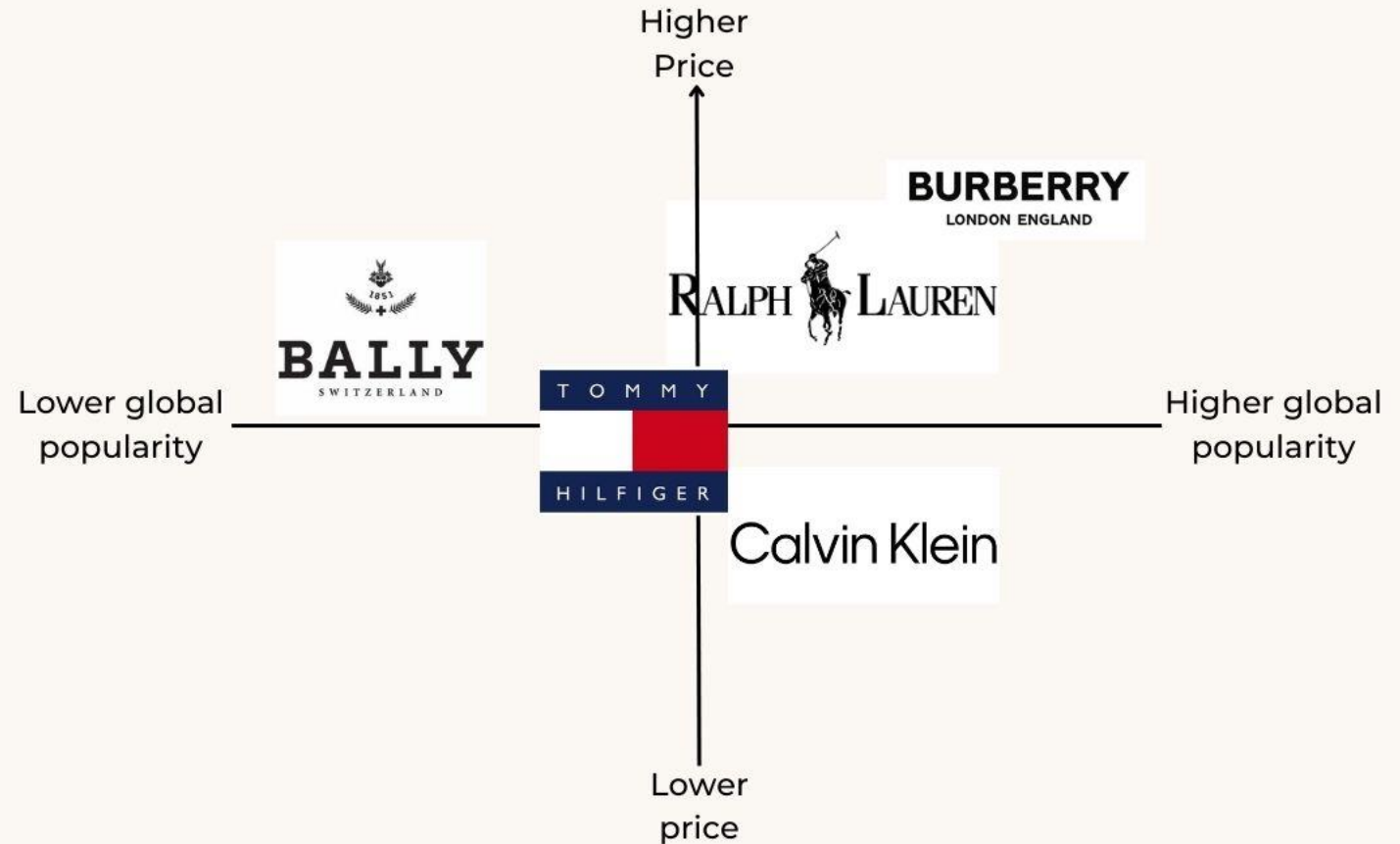
Ralph Lauren has the following competing brands in the luxury market.
Their target customers and styles are similar to our brand.

Advantages

- High global visibility
- The brand has clear brand elements and aesthetic

Threats

- Difficult to resonate with other cultures
- Brand positioning is unclear



INSUFFICIENT BRAND AWARENESS

- Insufficient brand fashion
- Over-reliance on mature markets
- Lack of attraction for young consumer groups
- The market is facing saturation
- lack of connection with consumers

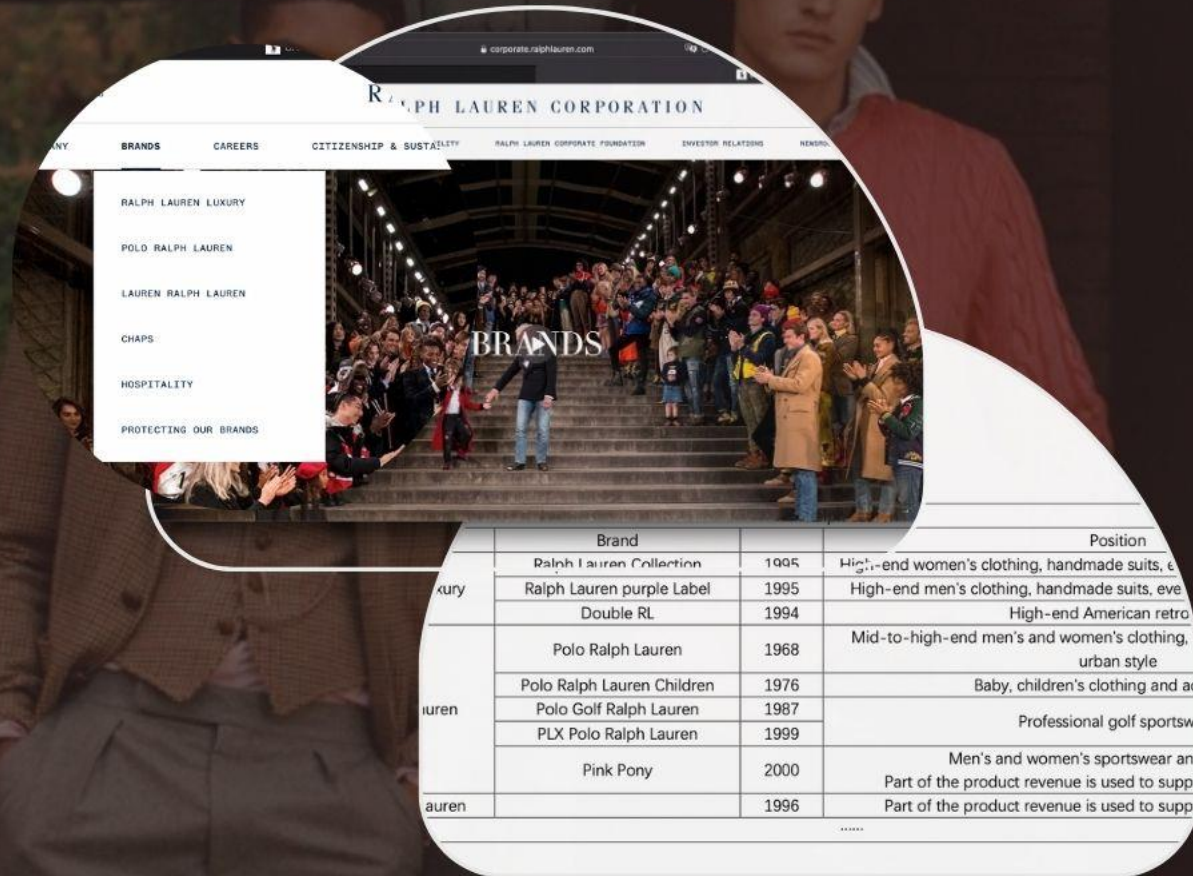


LIFESTYLE DOING GOOD.

BRAND IMAGE AND POSITIONING ARE UNCLEAR

SCATTERED BRAND PORTFOLIO

- Loss of brand loyalty and market differentiation
- Lead to an increase in management and operating costs
- The market positioning is vague and the loss of keen consumers



	Brand		Position
Luxury	Ralph Lauren Collection	1995	High-end women's clothing, handmade suits, etc.
	Ralph Lauren purple Label	1995	High-end men's clothing, handmade suits, etc.
	Double RL	1994	High-end American retro
Polo Ralph Lauren	Polo Ralph Lauren	1968	Mid-to-high-end men's and women's clothing, urban style
	Polo Ralph Lauren Children	1976	Baby, children's clothing and accessories
	Polo Golf Ralph Lauren	1987	Professional golf sportswear
	PLX Polo Ralph Lauren	1999	Professional golf sportswear
Lauren	Pink Pony	2000	Men's and women's sportswear and accessories
		1996	Part of the product revenue is used to support the Pink Pony Foundation

DIVERSITY RALPH LAUREN BRAND LOYALTY BEYOND US CONSUMERS

AN AMERICAN DREAM: LONG LAWNS, SPARKLING
ANTIQUES, FAMOUS HORSES AND PRECIOUS COLTS.

- The international market positioning is vague.
- Brand image solidification
- Lack of resonance with consumers from different cultural backgrounds

North America 47%
Europe 29%
Asia 22%
Non-reportable segments 2%

03

Strategic Capability

BRAND ELEMENT(S)
4M ANALYSIS
SWOT ANALYSIS
TOWS MATRIX



4M Analysis



MEN

RESOURCES

- Brand director: Patrice Louvet (member of CEO Advisory Council of the Fashion Pact)
- Approximately 23300 employees worldwide
 - Work-life balance (Employee Benefits)
- Collaboration with different indigenous and local artists - Artist in Residence Program

COMPETENCES

- Louvet is leading Ralph Lauren to be the leading luxury lifestyle company in the world. He led a transformative shift in the brand's operational approach, which involved enhancing the product's quality and style. (Palmieri, 2023)
 - CEO Patrice Louvet announced a Next Great Chapter strategy in 2018 to “deliver sustainable, long-term growth and value creation.”
 - 4 years later faced robust double-digit growth across all regions
- Established authentic connections with consumers through strategic cultural moment and demonstrate brand integrity to their own narrative

MONEY

RESOURCES

- The corporation is worth \$10.68 billion and is estimated to return \$2 billion in excess free cash flow to shareholders through dividends and share repurchases throughout 2025. (Nast, 2024)
 - Expansion efforts in key regions like Asia
- Net income increased from \$217m to \$277m when compared to the same quarter in the previous year.

COMPETENCES

- Achieved significant growth in new customer acquisition and loyalty post-pandemic, adding 1.7 million new consumers in direct-to-consumer businesses, with accelerated net promoter scores during the holiday quarter.
- Sales rose by 17% driven by initiatives such as new store openings and digital commerce launches in Asia market
 - The company debuted the World of Ralph Lauren in Sanlitun as a way to launch its new China retail strategy
 - In China, sales increased by more than 13 % in the third-quarter (Nast, 2024)

MACHINES

RESOURCES

- Ralph Lauren's first coffee shop opened in 2014 in New York City. Ralph's Coffee has 8 stores worldwide
- Sub-brands of Ralph Lauren: Polo Ralph Lauren, Double RL, Purple Label, RLX, Polo Sport, Ralph's Coffee and others. The main categories included: Men, Women, Kids&Baby and Home
- Ralph Lauren owns 354 stores worldwide
- Launched the first virtual store in 2020

COMPETENCES

- Ralph's Coffee created a welcoming and comforting environment for visitors, with its charming vintage ambiance and fresh, bright, authentic atmosphere. It captured the timeless American spirit reminiscent of the Ralph Lauren brand.
- The company has outlined its expansion strategy, which involves opening 250 additional stores before 2025 This plan includes the launch of approximately 200 stores in Asia, 40 to 50 stores in Europe, and 15 to 20 stores in North America.
 - China will be the main focus of the expansion(six major cities: Beijing, Shanghai, Chengdu, Shenzhen, Hong Kong, and Taipei). (Danziger, 2022)

MIND

RESOURCES

- Brand: an American luxury fashion brand founded by Ralph Lauren in 1967, known for its polo player logo and its association with luxury and sophistication.
- Intellectual Property (protect against imitation): Ralph Lauren's Brand name, logo, element design, slogans, etc.
- Dressed the male actors in the 1974 film adaptation of The Great Gatsby in clothing from his current line.

COMPETENCES

- Within the fashion industry, the Polo Player logo is immediately associated with Ralph Lauren as a brand
- Brand integrates the logo in most of their product offerings primarily their clothing articles and adhere to branding rules - fewer graphic elements
- The Ralph Lauren style became a nationwide phenomenon after participating in The Great Gatsby
 - A significant cultural moment in film
 - When envisioning the brand, consumers inevitably envision the elite lifestyle similar to the characters within the film

Dimensions of Differentiation



PRODUCT DIFFERENTIATION

Innovation

- Invested in Natural Fiber Welding, Inc (NFW)
 - Revolutionize the reuse of natural fibre into patented and high performace materials
 - Develop the first kind of apparel made from recycled, plant-based materials
- Provide QR-based digital IDs

Design

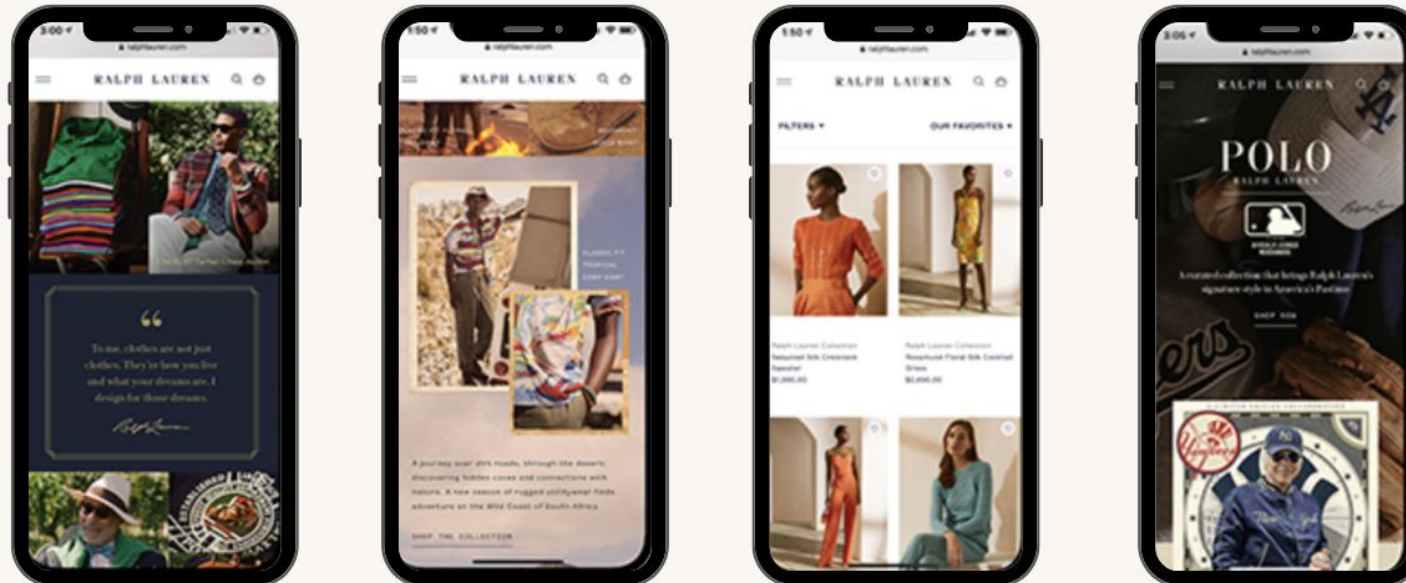
- The polo player logo at the chest
- Traditional and preppy style



SERVICE DIFFERENTIATION

Digital Customer Service

- Gartner's Digital IQ Index recently recognized Ralph Lauren as the No. 5 luxury brand in digital
 - In China Market: launched a WeChat mini-program e-shop
 - In Western Market: Provide the special shopping experience for online customer, e.g. Virtual try-on
- Continuous updates on Mobile App in collaboration with Facebook



CHANNEL DIFFERENTIATION

Immersive Digital Experience

- Launched virtual store in New York City, Beverly Hills, Paris and Hong Kong, China
 - Reach a wider audience beyond the limitations of physical store locations
- Interactive fitting room: integrated with online channel, which provide a special experience
 - Touch screen, smart mirrors
 - Request sizing options
 - RFID-enabled system
 - Share photo of themselves to send to others

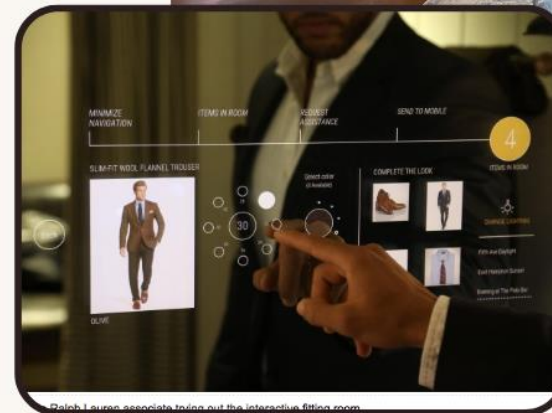
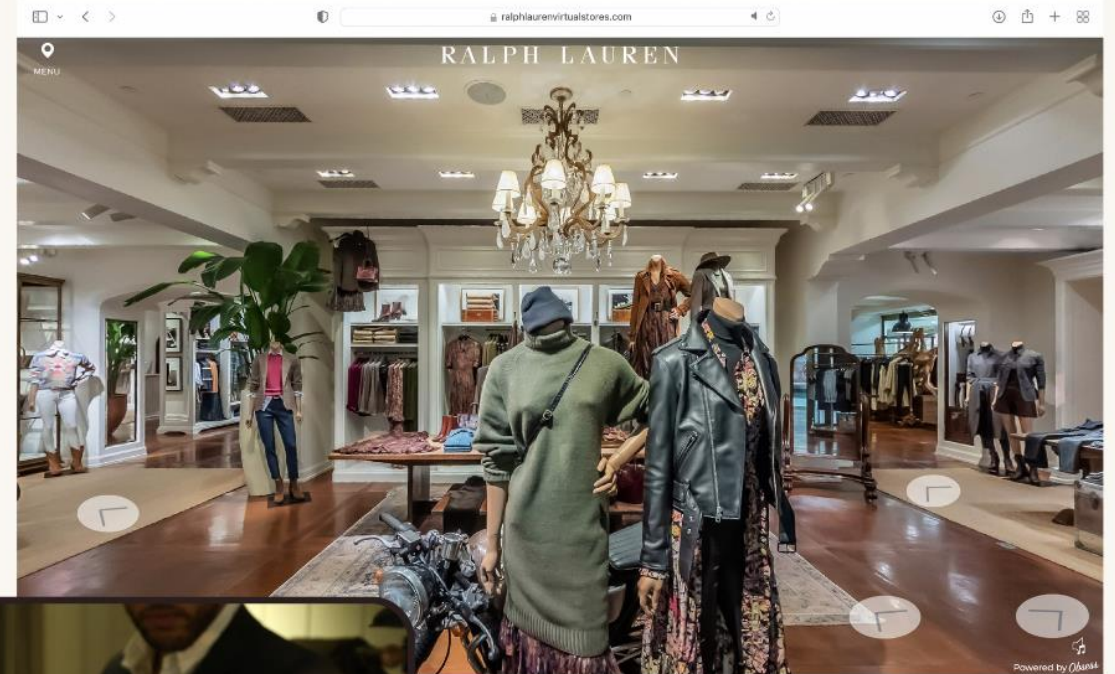


IMAGE DIFFERENTIATION

Brand Elements: Logo



Design

- Polo player: depict brand strength
 - represent American pop culture, wealth and team spirit
 - align with one of brand's target audience - sporting men and women
- Horse: symbolize freedom, courage, loyalty and willpower
 - associated with elegance, nobleness
 - captures American culture's history

Color

- favors neutral colors such as B&W
 - Black color: uses to convey air of power/elegance/strength
 - White color: used neutrally, contrast color to black

Typography

- custom serif typeface mirror Roman font style
- thick and thin lines - convey stability, formality and tradition

IMAGE DIFFERENTIATION

Brand Elements: Slogan

MADE TO BE WORN.

- *“Mr. Lauren believes in the longevity of products, not just because they were made to be worn, but also the longevity of an idea,”*
- *“For now and 40 years from now, because, ultimately, authenticity is timeless.”*

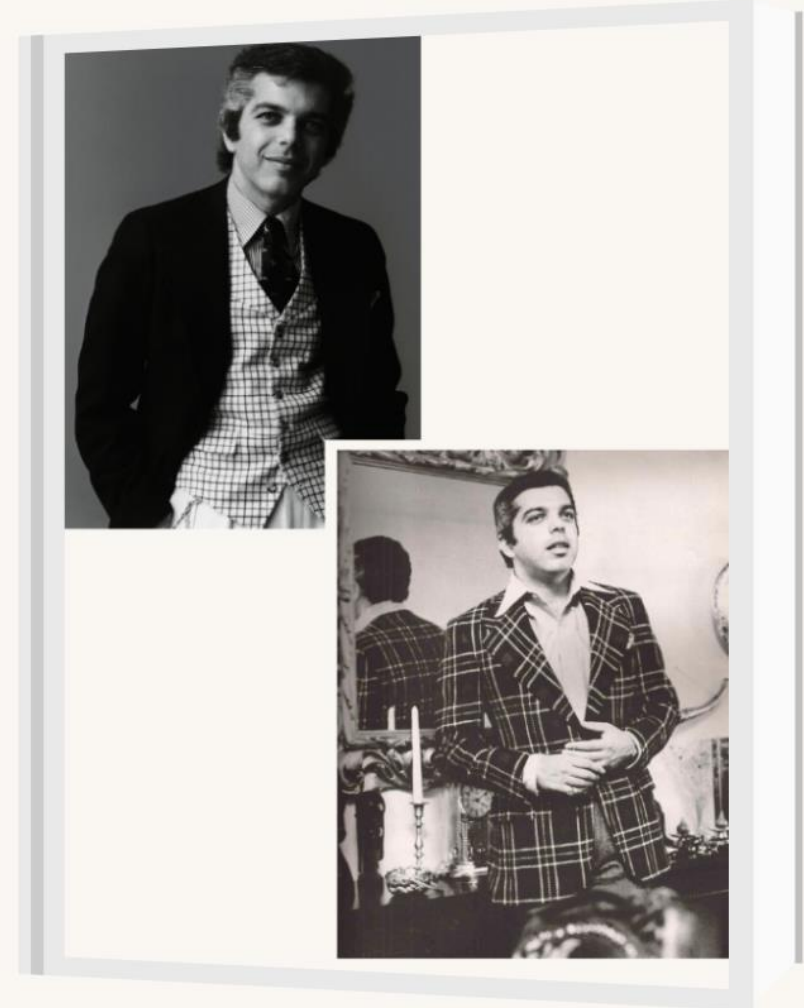
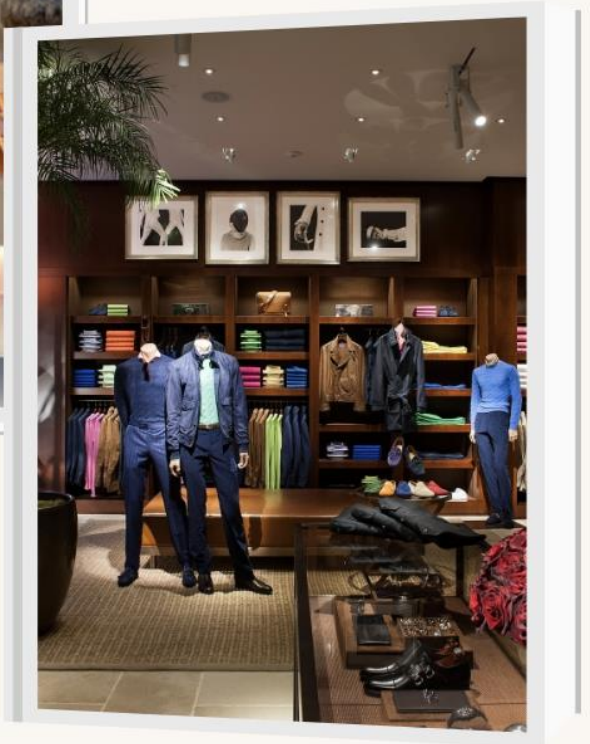
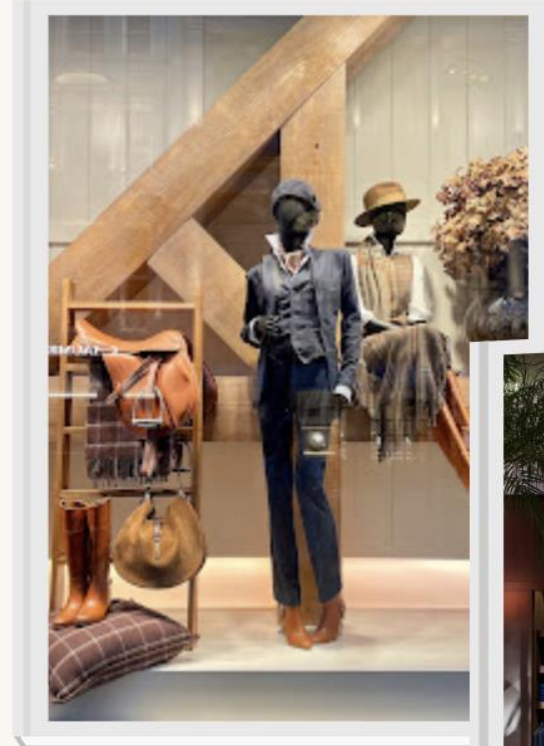


IMAGE DIFFERENTIATION

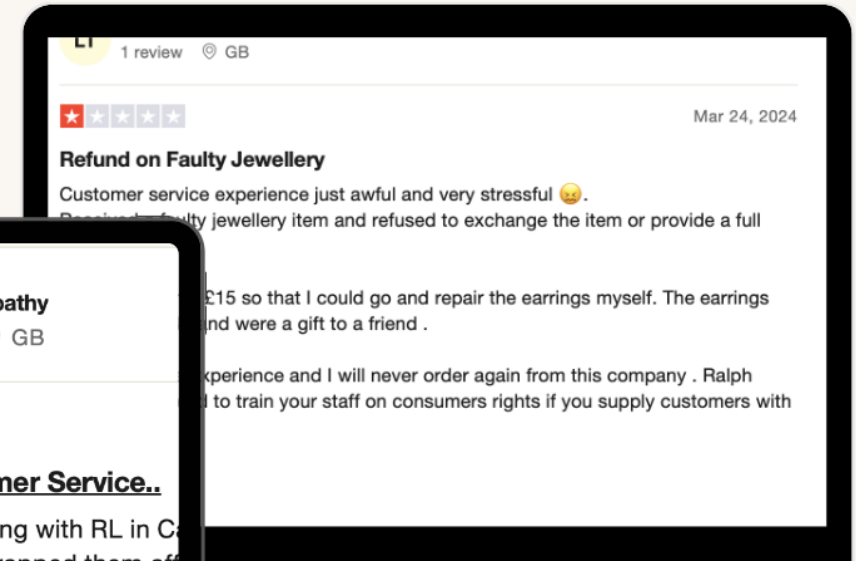
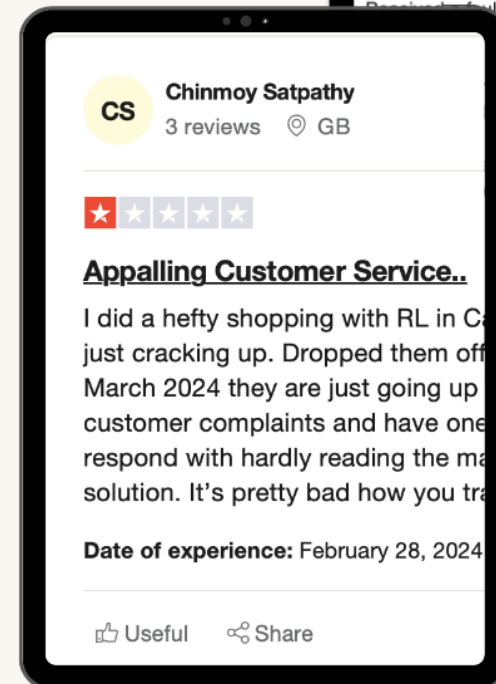
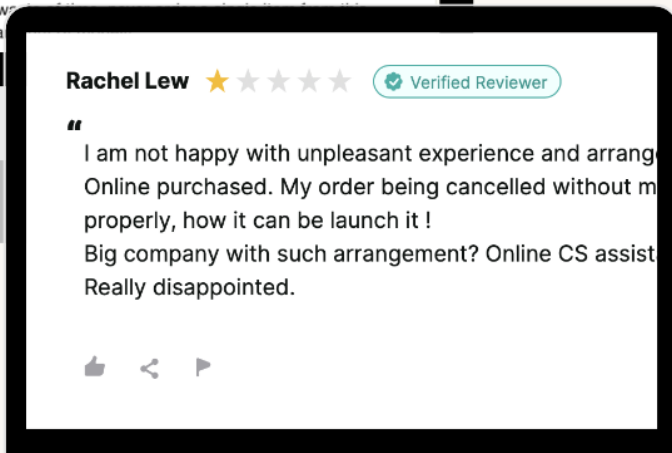
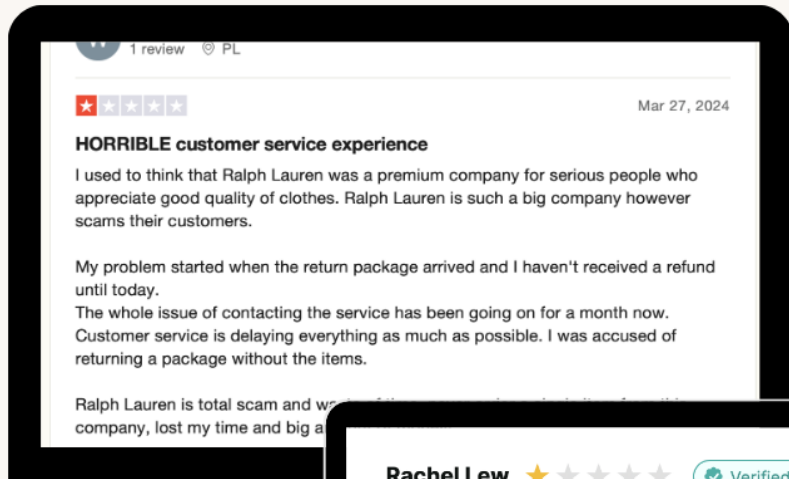
Store Atmosphere

- VM strategy: classic and timeless aesthetic
- incorporate vintage pictures, collectibles, or references to the brand's American heritage.
- effectively communicate the brand's values, aspirations, and unique position in the market



PERSONNEL DIFFERENTIATION

Negative comments



STRATEGIC CAPABILITY

SWOT Analysis



SWOT ANALYSIS

STRENGTHS

1. Strong **brand recognition**- iconic logo and a worldwide brand
2. **Diverse product portfolio**- different product line, such as Ralph Lauren Purple Label, Polo Ralph Lauren
3. **Global presence** - extensive retail store in multiple countries

OPPORTUNITIES

1. The rise of **E-commerce**, turning to digital channels to purchase products
2. The demand of **sustainable and ethical fashion**
3. Development of **private labels** with department stores

WEAKNESSES

1. Limited appeal to **younger consumers**, who drive the current fashion market
2. **Stagnant growth in sales**
3. Dependence on the **North America market**: 236/425 stores

THREATS

1. **Economic uncertainty** and Foreign currency volatility: affect forecast and inflation pressure
2. The rise of **counterfeit products**
3. Changing consumer preferences

STRATEGIC CAPABILITY

TOWS Matrix



TOWS MATRIX

SO

- S1+S3+O3 : Strong brand image and global presence are needed to develop a private label in the emerging market, especially Asia.
- S2+O2: Leverage the diverse product portfolio by enhancing the materials used in its designs to cater to the growing demand for sustainable and ethical fashion

ST

- S1+T2: Utilize a strong brand image and differentiate itself from counterfeit products
- S2+T3: adopt a wide product range to satisfy the customer demand and needs

WO

- W3+O1: Enhance the digital presence and online shopping in Asia markets, such as Tiktok, XiaoHongShu
- W2+O3: Develop the private label to increase sales and become more exclusive

WT

- W3+T1: invest in emerging markets and enhance the forecasting demand, especially in the Asia market
- W2+T3: remain the differentiation and improve the sustainability performance to gain more customers who are aware of sustainability effectively

04

Strategic Choice

1. RAISE BRAND AWARENESS FOR
GENERATION Z
2. REPOSITION BRAND IDENTITY TO
INCREASE APPEAL AND COMPETITIVE
POSITIONING
3. BUILD UP BRAND LOYALTY AMONG
ASIAN MARKET



Raise Brand Awareness for Generation Z



RAISE BRAND AWARENESS FOR GENERATION Z

CAMPAIGN RUNDOWN



Campaign Name: Ralph Lauren's World Tour

Concept Overview: Ralph Lauren embarks on an innovative global journey, that blends fashion, food, and fan engagement. The campaign will leverage social media to involve Gen Z in the decision-making process for tour destinations, celebrate local cultures through curated sky dining experiences, and feature celebrity collaborations. Attendees will receive a special memento—a custom-outfitted Ralph Lauren bear.

Engaging Gen Z: To kick off the campaign, Ralph Lauren launches a social media challenge across platforms like Instagram, TikTok, and Twitter, encouraging Gen Z users to submit creative posts about why their city should be included in the World Tour. They'll use a dedicated hashtag, e.g., #RLWorldTour, to track submissions. The top three cities with the most compelling content, as voted by the community and a panel of Ralph Lauren designers, will be added to the tour itinerary.

Sky Restaurant Experience: At each destination, Ralph Lauren will host an exclusive "Sky Restaurant" pop-up, suspended high above iconic landmarks. The menu will feature gourmet dishes inspired by local cuisine, crafted by renowned chefs to create a luxurious dining experience that complements the Ralph Lauren lifestyle.

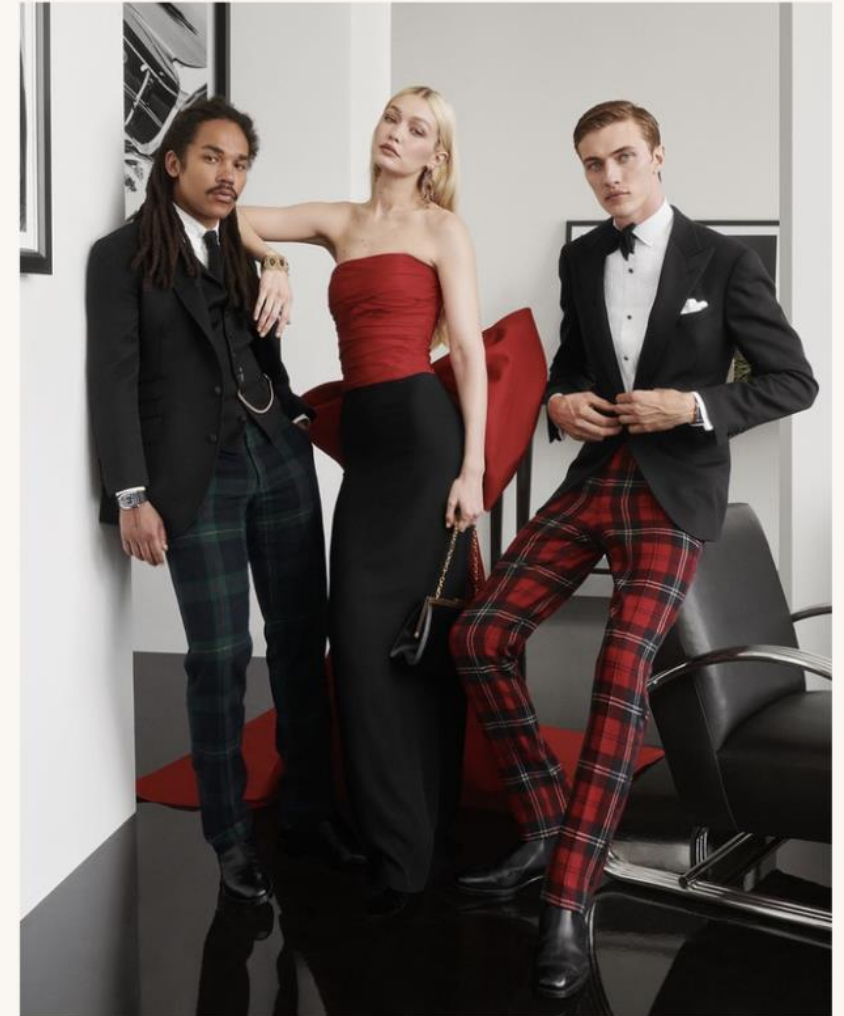
RAISE BRAND AWARENESS FOR GENERATION Z

CAMPAIGN RUNDOWN

Celebrity Campaign Invites: To amplify the campaign's reach, Ralph Lauren will invite A-list celebrities with strong Gen Z followings to each event. These celebrities will showcase Ralph Lauren's latest collections, share their experiences on social media, and interact with guests.

Guest Selection: A mix of loyal Ralph Lauren customers, influencers, and randomly selected social media participants will be invited to these exclusive events. Interested parties can enter a lottery via Ralph Lauren's social media channels for a chance to win an invitation.

Custom Ralph Lauren Bear Giveaway: As a token of appreciation, each guest will receive a limited-edition Ralph Lauren bear. This bear will be dressed in a custom outfit inspired by the local fashion of the destination they attend. Guests can also personalize their bear with additional accessories at the event.



RAISE BRAND AWARENESS FOR GENERATION Z

OUTCOME

- **Increased Brand Engagement with Gen Z:** By involving Gen Z in the decision-making process through social media, Ralph Lauren could see a significant increase in engagement from younger consumers. The interactive nature of the campaign could lead to a surge in user-generated content, hashtag usage, and overall buzz on platforms favored by this demographic.
- **Enhanced Brand Image:** The combination of fashion, exclusive dining experiences, and personalized giveaways could elevate Ralph Lauren's brand image, portraying it as not only a fashion leader but also an experiential brand that values luxury and culture.
- **Global Media Coverage:** The unique concept of a sky restaurant and the involvement of celebrities would likely attract media attention, resulting in global coverage and increased visibility for the Ralph Lauren brand.
- **Cultural Connection:** By highlighting local cuisines and cultures, Ralph Lauren could strengthen its connection with various markets around the world, showcasing its global relevance and respect for diversity.
- **Customer Loyalty and Acquisition:** The exclusive nature of the event and the unique giveaway of a custom-outfitted Ralph Lauren bear could foster a sense of exclusivity and loyalty among current customers while attracting new ones intrigued by the personalized experience.

Reposition Brand Identity to Increase Appeal and Competitive Positioning



REPOSITION BRAND IDENTITY TO INCREASE APPEAL AND COMPETITIVE POSITIONING

NEW IDENTITY



Modernity

Some of Ralph Lauren's designs embodying a modern sensibility. Highlighting this keyword aims to capture the attention of a diverse consumer base and attract new customers



Old Money

Ralph Lauren has been associated with classic American luxury. The brand's refined aesthetics can be linked to the concept of "old money," which represents a sense of heritage, timeless elegance, and sophisticated taste.

REPOSITION BRAND IDENTITY TO INCREASE APPEAL AND COMPETITIVE POSITIONING

1. BELLA HADID AS GLOBAL AMBASSADOR

- The influence and popularity among younger consumers make her an ideal choice for attracting their attention to the brand.
- Her image and style exude a sense of sophistication.
- Perfectly embodies the image of both the current generation and old money.
- The ambassador evokes a sense of class, and elegance while simultaneously appealing to the modern generation.



REPOSITION BRAND IDENTITY TO INCREASE APPEAL AND COMPETITIVE POSITIONING

2.PROMOTE NEW TAGLINE

*“Live out your Ralph Lauren,
to be and beyond the elegant classic”*

The previous tagline “made to be worn” inspired from Polo Western, the vintage sub-brand of Ralph Lauren back to 70s.

Though with good exemplification of the lifestyle in America in the past decades, this tagline places extra emphasis on American culture whether on cowboy spirit or lifestyle which induced the problems of poor resonance with remaining customers outside Europe and US region and insufficient interpretation of the overall brand image as being high end and elegant classic.

New tagline tells that Ralph Lauren is lifestyle focused and dilutes the inheritance of nostalgic US culture with recalling of customer’s own culture and lifestyle and still considering Ralph Lauren is their ideal life status, thus make Ralph Lauren personable. Also to unify the style regarding a wide range of products portfolio

Facing the shift of purchase preference in young demographic as they value trendiness, the old and nostalgic way what Ralph Lauren always embrace to seems contradict with it. “To be and beyond the elegant classic” comes along with the idea of combining modernity and old money, enhancing the longevity of the brand ideas in a more appealing and progressive identity to customer

REPOSITION BRAND IDENTITY TO INCREASE APPEAL AND COMPETITIVE POSITIONING

3.CUTTING CLOTHING SUB-BRANDS

- Too many sub-brands lead to confusion among consumers
- Customers may struggle to understand the overall brand identity of Ralph Lauren and weaken the association of brand with specific characteristics.
- By focusing on three sub-brands, Ralph Lauren can simplify its offerings while maintaining its brand identity.
- It allows for a more focused and cohesive brand strategy, ensuring a clear and consistent message across the product lines.

REPOSITION BRAND IDENTITY TO INCREASE APPEAL AND COMPETITIVE POSITIONING

3.CUTTING CLOTHING SUB-BRANDS



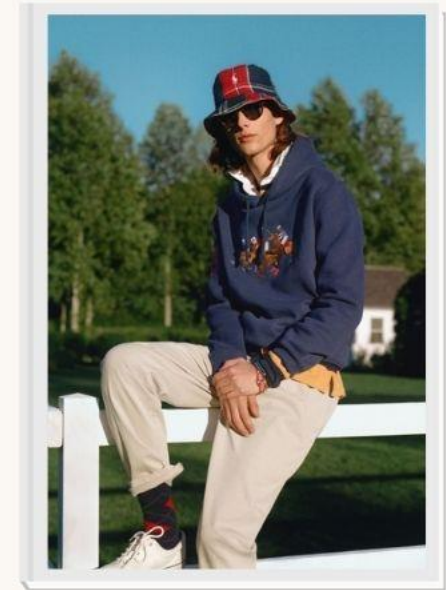
Ralph Lauren Collection

Represents the modernity style within Ralph Lauren. The collection combines classic and modern elements to create a unique aesthetic.



Ralph Lauren Label

Represents the classic American luxury. The line showcases the craftsmanship and exquisite tailoring.



Polo Ralph Lauren

The most iconic and widely recognized line. It offers a range of casual and sportswear for men and women.

REPOSITION BRAND IDENTITY TO INCREASE APPEAL AND COMPETITIVE POSITIONING

DIFFERENTIATION

The old brand personality and image were centered around classic American style. The brand was renowned for its timeless polo designs, which brought a sense of longevity and tradition in American fashion, particularly in sporting looks. Our strategy reinforces the brand's legacy which echos to its timeless brand image and strengthen its ability to adapt and resonate with young customers while maintaining its connection to its heritage.



Build up Brand Loyalty Within Asian Market



BUILD UP BRAND LOYALTY AMONG ASIAN MARKET



RALPH LAUREN GALLERY

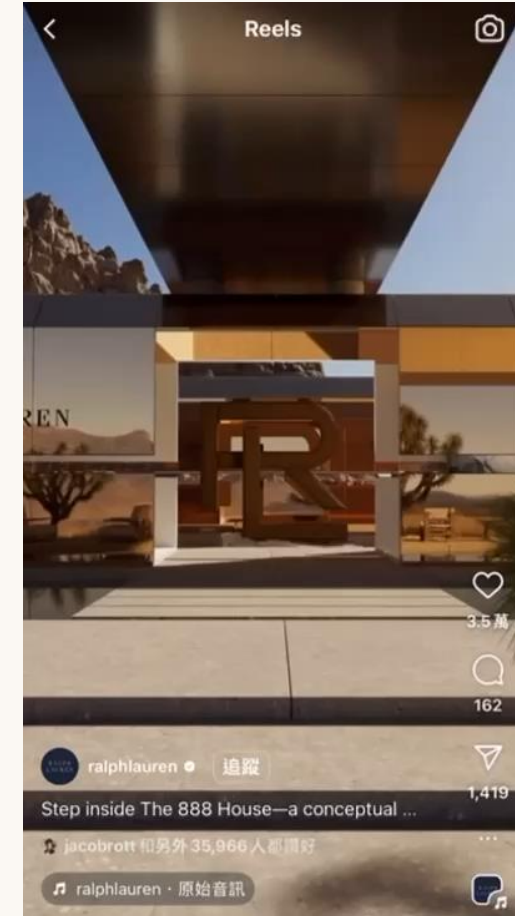
Long-term location: Hong Kong

- Theme: Time Capsule
- Memoirs and the evolution art lounge
- Online and offline



Design: contemporary mansion with different zones for leisure, exhibitions and brand activities

Purpose: Strengthen the relationship with the Asian market and build a loyal customer base.



Inspiration: the 888 House digital space for RL888 collection

BUILD UP BRAND LOYALTY AMONG ASIAN MARKET

RALPH LAUREN GALLERY

OUTCOMES - BRAND RESONANCE PYRAMID

BUILDING BRAND IDENTITY

By regularly showcasing iconic designs, craftsmanship, and the product based brand's history, Ralph Lauren is "inviting" by revealing and communicating the upper class culture, which previously is exclusive, and the philosophy of lifestyle attached to the brand that faded into oblivion to customer and thus get familiar with Ralph Lauren. Also viewing their design as human centric throughout Ralph Lauren history. Demonstration of time capsule and latest collection makes a great merge of contemporary with classic eventually establishing brand salience in multi facet.

ELEVATE BRAND MEANING

Highlighting the high quality by craftsmanship that has been performing and long history of implementing the high level leather and cashmere as a assurance to customer. With embedded loyalty program and services further satisfied the high standard what customer are expected from a luxury brand. Besides, the brand no longer appeals itself in minds of US customer profile but to adapt regardless of the races by sharing common lifestyle and ambitions. A retro part as a throwback of Ralph Lauren also reminds customer of their own story with our brand.

ENHANCING RESPONSE

Providing immersive and premium experiences and services helps create positive customer responses, drowning into the sophisticated and luxurious atmosphere in art gallery that the image Ralph Lauren dedicates to and influence customer perception with feeling of fun, seeing Ralph Lauren as "an expert in depicting ideal life" that may encourage especially young customer in self-actualization.

STRENGTHENING RESONANCE

Organizing exclusive events for members fosters a sense of exclusivity and community, which contributes to building brand resonance. Creating opportunities for engagement can deepen the emotional connection and loyalty among its customers.

BUILD UP BRAND LOYALTY AMONG ASIAN MARKET

Tier 1: Silver Level

- Entry-level for new members
- Exclusive access to member-only sales and promotions.

Tier 2: Gold Level

- Intermediate level for customers who have consistent engagement to the brand.
- Personalized tailoring services for select Ralph Lauren purchases.
- Invitations to exclusive membership events

Tier 3: Platinum Level

- Top-tier level for customers who have show loyalty and engagement to the brand over an long period.
- Invitations to exclusive Platinum Level events, including runway shows and private cocktail parties.
- Priority access to in-store appointments and private shopping experiences.

BUILD UP BRAND LOYALTY AMONG ASIAN MARKET

PHYSICAL GALLERY

1. Exhibition Showcase

- A collection of Ralph Lauren's iconic designs to showcase the craftsmanship.
- Display the design sketches and key pieces according to the brand history.
- Use interactive displays, such as touchscreens to explore the brand's history and inspirations.

2. Immersive Experiences

- Create a "Ralph Lauren Workshop" area, using virtual reality bring visitors to explore the production process of Ralph Lauren.
- Use multimedia elements, including video, lighting, and music to enhance the immersive experience.

3. Exclusive Events

- Organize exclusive membership events within the gallery for different level members to create a sense of exclusivity for members.

BUILD UP BRAND LOYALTY AMONG ASIAN MARKET

VIRTUAL GALLERY

1. Virtual Showcase:

- Create a virtual gallery in the metaverse, allowing visitors from anywhere in the world to explore the Ralph Lauren exhibition.
- Implement interactive elements such as clickable hotspots for visitors to get information and watch videos about the exhibited items.

2. Avatars and Customization:

- Provide customization options for avatars, such as virtual Ralph Lauren clothing, allow visitors to virtually try on different looks and styles.
- Enable visitors to purchase virtual Ralph Lauren items for their avatars.

3. Virtual Events and Experiences:

- Host virtual fashion shows.
- Organize virtual styling consultations for visitors to receive fashion advice.
- Offer 24-hour customer service chatroom to provide immediate assistance and handle any complaints customers may have online.

Summary

1

Raise Brand Awareness for Generation Z

2

Reposition Brand Identity to Increase Appeal and Competitive Positioning

3

Build up Brand Loyalty Within Asian Market



Thank you

Don't hesitate to ask any questions

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APPENDIX

RALPH LAUREN METAVERSE: VIRTUAL GALLERY

coffee shop



Immersive Experiences

Virtual Showcase



Virtual Gallery

