



RALPH LAUREN

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RALPH  LAUREN

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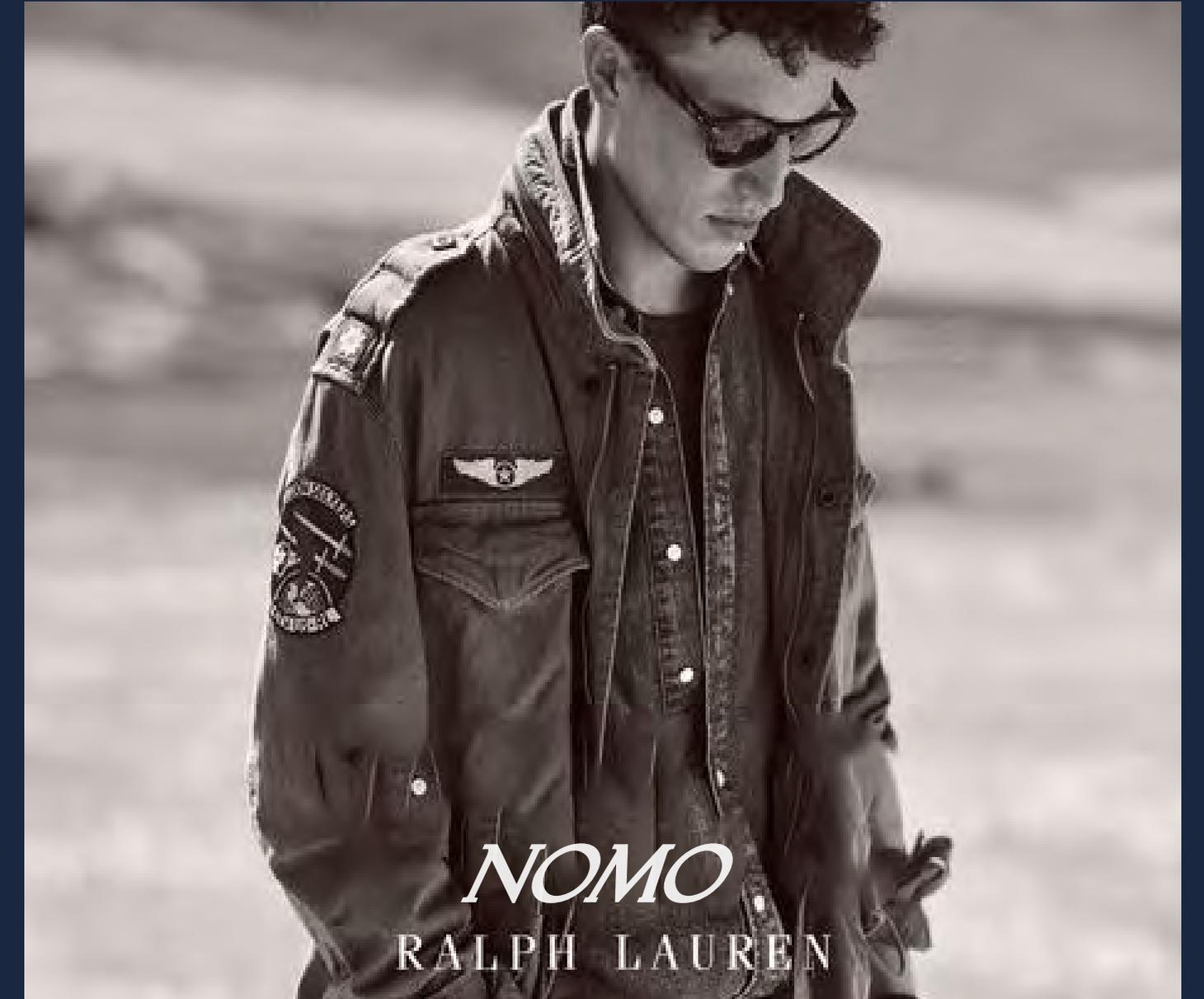


ABSTRACT

The purpose of this strategic brand development report of Ralph Lauren is to identify brand issues through analysing its internal and external business environment, while leveraging the core strengths of the brand to set a range of strategic objectives and choices for future growth. Our analysis has used models including marketing mix, brand identity prism, PESTLE, TOWS and Ansoff Matrix.

GROUP EXECUTIVE SUMMARY

To summarise, this strategic brand development report for Ralph Lauren is all about transforming the brand through our strategic choices of removing underperforming sub-brands and create a new one that's more relevant to the younger consumer group of Gen Z, emphasising on brand's sustainability efforts to meet consumers' changing demands, adopt digital innovation as well as boosting marketing activities across social media platforms in order to better interact, engage and communicate with the customers. It's crucial for fashion brands like Ralph Lauren to constantly keep up-to-date with the ever-changing consumer purchase behaviour, their needs and wants, then adapt the changes into brand's strategic planning enabling Ralph Lauren to stay competitive in the marketplace.



NOMO
RALPH LAUREN

STRATEGIC BRAND CONCEPT IDEA:

To address Ralph Lauren's key brand issues of losing cultural relevance and lack of new designs for the young consumers, the development of social media campaign 'Heritage x Street' as part of Digital Marketing Communications Plan for New Sub-brand RL Nomo Launch will be created.

Campaign Objectives:

1. *Introduce and increase brand awareness of RL Nomo, specifically from targeted Gen Z audience*
2. *Increase consumer engagement on social media platforms*
3. *Increase awareness of first A/W 2022/23 Collection*
4. *Direct consumers to website to boost sales and web traffic*

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BRAND CONCEPT RESEARCH & CONTEXT

Ralph Lauren was once only targeting consumers from the elite society. However, it's turning into mass/premium market and losing cultural relevance, potentially caused by products selling in discounted outlets, lack of clear differentiation between sub-brands, and designs do not appeal to young consumers anymore. Therefore, the plan will include recommendations on social media platforms, content and digital storytelling outline, with proposed social media campaign for RL Nomo on Instagram.



Luxury brands including Balmain and Burberry are using social media and video content to create online engagement between brand and consumers, which RL Nomo will adapt a similar approach. If successful, it will potentially lead to an increase in not just brand equity and value, but also a deeper brand engagement with consumers for both RL Nomo and Ralph Lauren.

KEY FINDINGS FROM RESEARCH:

1. Gen Z are gaining greater spending power in luxury fashion – it's estimated Gen Z will contribute to 130% market growth in luxury by 2025 (BoF, 2021).
2. Gen Z is socially conscious, native in technology, leading to more luxury brands engaging with them online through social media channels.
3. 97% of Gen Z uses social media as main source of shopping inspiration
4. Social media marketing has significant positive impact towards brand loyalty for luxury fashion brands

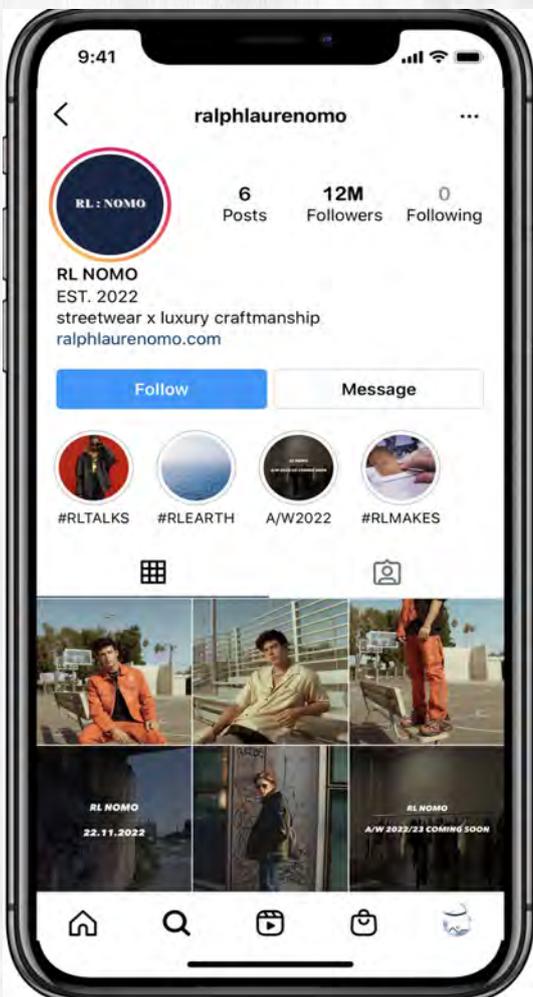


CONCEPT VISUALIZATION



'When streetwear meets luxury craftsmanship...'

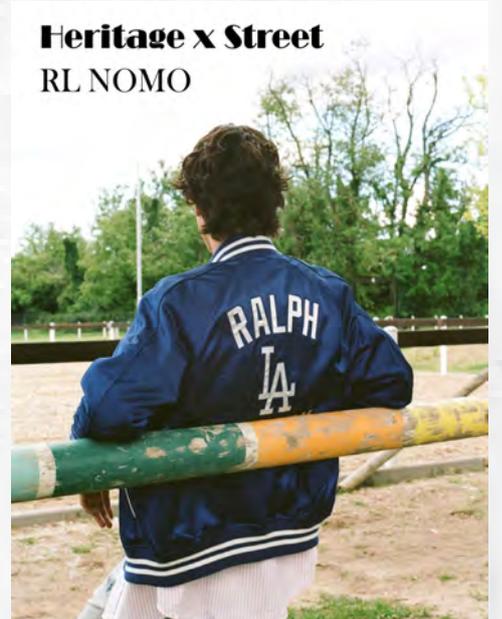
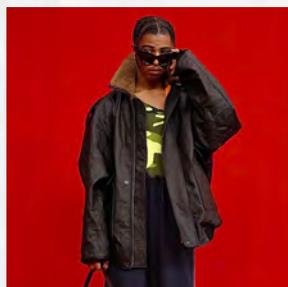
'HERITAGE X STREET': AMERICAN HERITAGE ISN'T JUST ABOUT POLO, WE'RE COMBINING STREET STYLE WHICH RISES FROM 90S WITH INFLUENTIAL ELEMENTS FROM HIP-HOP, SURFING AND STREET GRAFFITI. FUN STUFF!



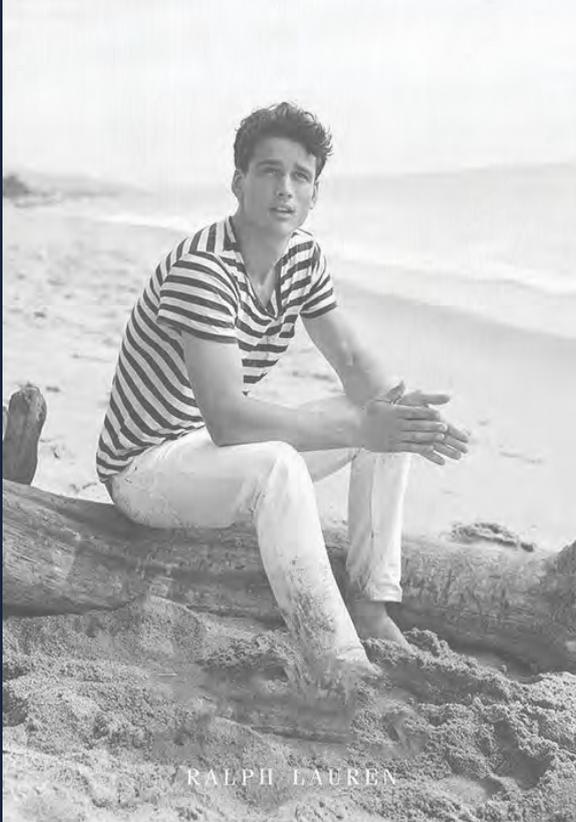
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Heritage x Street
RL NOMO



CONCEPT JUSTIFICATION



Content for social media campaign 'Heritage x Street' is developed in order to support the launch of RL Nomo along with the release of A/W 2022/23 RTW Collection. Engagement with consumers is boosted through having mini polls and short video content on Instagram Stories, with the use of hashtags to encourage customers tagging the brand on their posts for more user-generated content, which in turn increase brand exposure and awareness.

Technology has redefined how consumers would consume and engage with fashion brands – digital marketing is an opportunity for Ralph Lauren and RL Nomo to remind everyone brand's core values: authenticity, craftsmanship, exclusivity with a focus on sustainability.

The 'Heritage x Street' campaign will be visible on Instagram, TikTok and YouTube platforms, as these are identified as the top 3 social media channels Gen Z has used the most in 2021. Not just for brand discovery, it's reported that 84% of Gen Z and 81% of millennials have bought a product after seeing it on social media, making it attractive for RL Nomo to seize the opportunity and gain exposure. Following the implementation of social media campaign, RL Nomo will achieve brand awareness and sales in short-term, while potentially able to build a long-lasting relationship with its consumers, a sustained brand equity and growth, as well as customer loyalty.

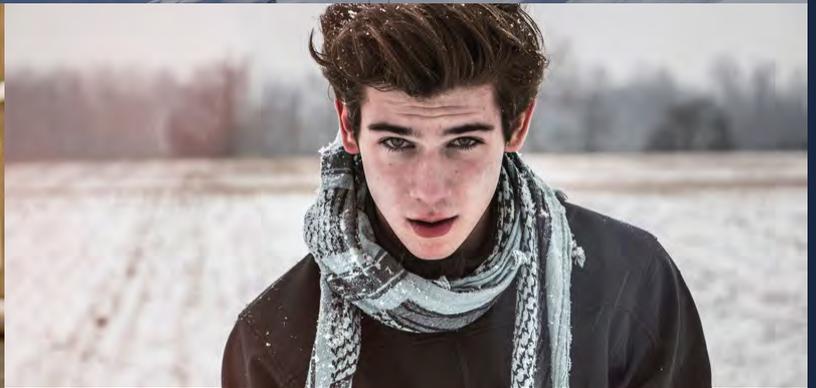


RALPH LAUREN NOMO - MENSWEAR RANGE PLAN AUTUMN WINTER 23/24 - HANZE LI

STRATEGY

RL : NOMO

The "high society" character of the Ralph Lauren brand has made it obsolete in the face of the changing times. The creation of the new sub-brand Ralph Lauren NOMO has resulted in a street style with a natural and casual character, a change from the elitism of the past. It will bring Ralph Lauren closer to the current trends. By developing new sub-brands and launching new products, and by leveraging the strong global brand image, it strengthens the relationship with the existing consumer base and appeals to the young consumers of Generation Z through new designs. The marketing communication will be a simultaneous online and offline promotion and to create a sense of exclusivity, one of the main collections will include clothing with very limited stock.



TARGET



NOMO should develop into a more street style brand, distinct from Ralph Lauren.



Creating a more sustainable business, technicians continue to explore new and sustainable materials.



Appeal to Gen Z consumers with strong purchasing power.

TREND OVERVIEW

A/W 23/24 CARE CULTURE

The care culture trend will drive demand for flexible, versatile and 'go anywhere' products made for or inspired by traditional and modern nomadic lifestyles. Home is important as an emotion and a place, designed and experienced to allow consumers to recreate familiar comforts in any environment. Tactile materials, mood-lifting colours and rustic textures connect people with nature. And finding new and more sustainable ways to make products.



FABRIC



Velvet



Baby Alpaca



Linen



Recycled Cotton



Wool

RANGE PLAN



Cargo Pants



Multifunctional hoodie



Sweatshirt



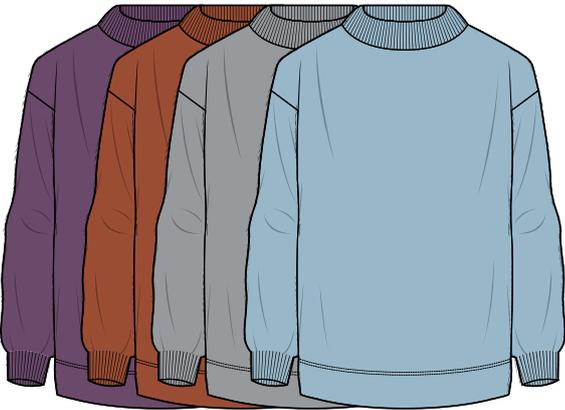
Tech Jacket



Roll Neck



Quilted Trucker Jacket



Comfort Crew



Skateboard Jacket



Tapered Trouser



Bowling Shirt

RANGE CLASSIFICATION



JUSTIFICATION

Ralph Lauren NOMO is transforming the brand to attract younger generation Z consumers, emphasizing the sustainable development of the brand to meet the needs of consumers, promoting marketing activities on social media through product development, and better interacting with customers and communication. Provide products and services precisely to target customers, making new brands more competitive in the market.

COLOURS

14-4123 TCX

19-1016 TCX

15-0956 TCX

19-1934 TCX

16-1164 TCX

19-3424 TCX

16-1422 TCX

19-4203 TCX

17-5104 TCX

19-4540 TCX

18-1250 TCX

19-5421 TCX

RL: NOMO - RANGE PLAN - SHUHAN LI

CONCEPT IDEA

The impact of streetwear has caught the attention of some of the most iconic brands in the retail and luxury sectors as well as the fashion industry, which are also striving to gain a significant share of the streetwear market. This is in large part because it is opening up a whole new target market of young consumers. So the strategic focus will be shifting to the young Gen Z consumers and creating products that are culturally relevant to them, based on their buying behaviour and fashion preferences, with an emphasis on sustainability efforts. With Ralph Lauren's strong ties to rap culture, which provided the spiritual basis for the creation of RL: NOMO, the opportunity could be seized to further enhance the brand's value.



RL: NOMO

RANGE OBJECTIVES



New design elements from predicted future trends will be added to new product range, targeting Gen Z consumers.



Explore sustainable fabrics also develop materials sourcing and production for better afterlife recycling.



Available in January and April respectively. Marketing campaign on social media to increase awareness of the new range.



Create sales opportunities in target market to drive market share. Improve new sub brand perception as entrant.

TREND RESEARCH OVERVIEW

S/S 23 SOUL SPACE

Soul space is driven by the quest for contentment and comfort. For womenswear, this means relaxed silhouettes, plain fabrics, soft colours and patterns. Explore unexpected layering, mixing natural materials for streetwear.

DETAILS

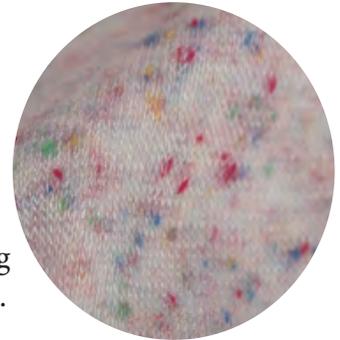


Experiment with curved stitches and trims, cutouts, fluid hemlines. Reclaimed trims with an heirloom appeal, openworks and embroideries with a handmade look.



FABRIC

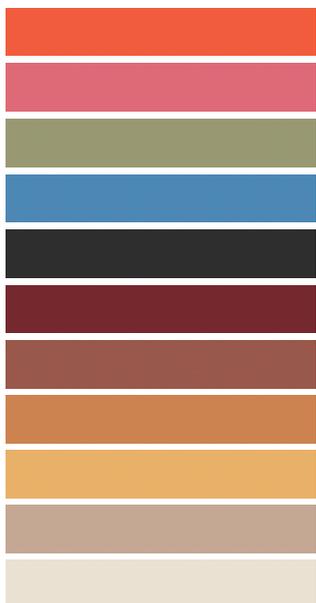
Natural materials are key here, so source GOTS, BCI and Fair Trade cottons as well as linen. Terry towelling is also a key fabric direction.



PRINT



Prints and patterns encompass a range of styles, including florals (both chintzy and oversized), homely gingham and tablecloth checks.

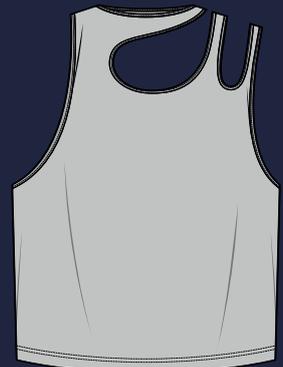
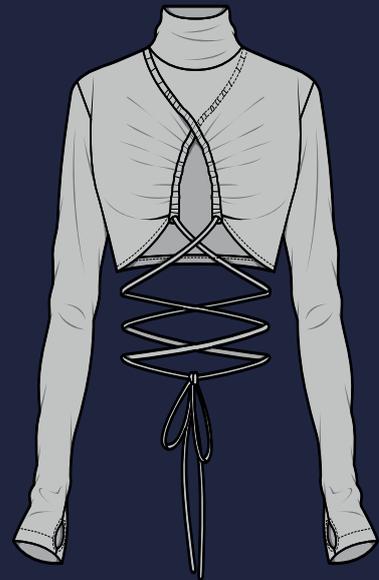
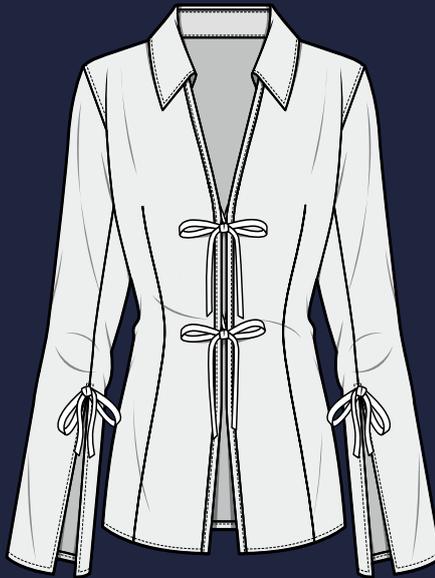
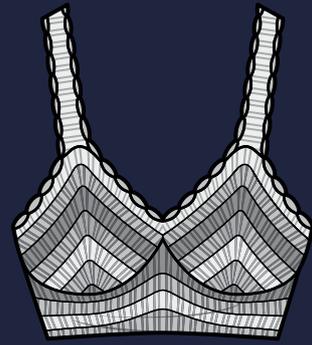


COLOR



The use of colour in this trend is full of emotional overtones, from tranquil blues to reassuring ochres, as well as pinks and oranges. Earthy browns and the full gamut of sunset tones drive this palette, which has a comforting, serene and happy quality, perfectly conveying the sense of solace at the heart of the Soul Space trend. Nourishing food-inspired shades such as Bay Leaf and Oat Milk can double as both core and fashion shades.

SILHOUETTE & STYLING



CONCEPT JUSTIFICATION



As the introductory streetwear range, strong familiar silhouette are fundamental to attract target consumers. A ratio of 2:1 tops / bottoms ensures these core shares are incorporated, whilst considering early adopter's needs for fashionably. Print and colour will direct phases into the new season. Price points are aligned with RLs strategy, yet sustainable materials will inevitably increase prices.

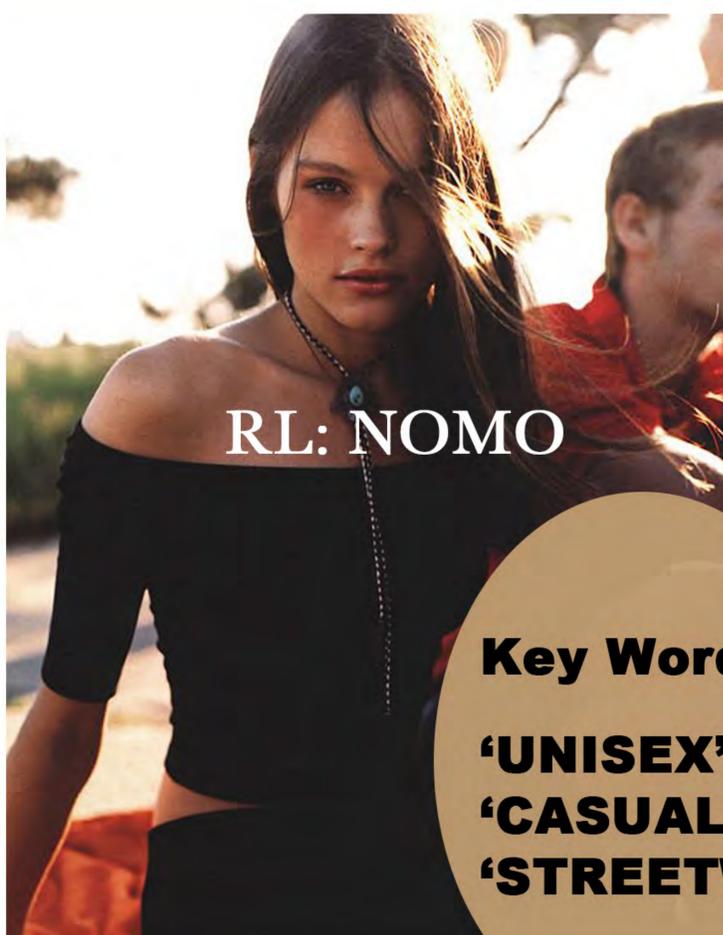


RALPH LAUREN

As the group report discussed before, Ralph Lauren is suggested to create a new sub-brand called 'RL: NOMO' that mainly cater to young market and filled with the fresh design and therefore achieve its strategic goal.

The Range: 'New Retro' AW 22/23 womenswear

Strategic Visualisation



RL: NOMO

Key Words:

'UNISEX'
'CASUAL'
'STREETWEAR'

The key theme of 'New Retro' seeks inspiration from Ralph Lauren's **American heritage** background and the brand image of luxury Western lifestyle since launching in 1967, adding **modern** and **contemporary** twist to the timeless styles the brand has been offering. Retro fashion has been popular within today's young generation, especially when most of the styles come from **New Retro** represents the Ralph Lauren brand is **no longer living in the past.**



To support the release of 'New Retro' collection, this project is suggested to proposed a distinctive Lookbook as part of the marketing communication mix. The Lookbook will provide a showcase of the 'New Retro' range and convey it in a flattering, marketable light in order to emphasis the media promotion for both online and in-store platforms. It will aim to portray the brand identity to the customer and create an aesthetic to resonate with the young audience through visual illustrations, so that it can possibly eliminate the negative brand perceptions

Project Proposal

'NOMO' Lookbook & 'New Retro' Collection

THE MARKETING MIX



Lookbook Objectives:

- 1** Re-engagement with the aged 16-25 female customer
- 2** Increase the exposure of new sub-brand within relevant print and digital media
- 3** Create excitement and stimulate demand for the launch of 'New Retro' collection
- 4** Utilise a multi-channel promotional mix

The Lookbook as a promotional tool will combine with sales promotion and public relations to form a proper promotional mix to better deliver the project;

- ➔ **Message** - Information about products and brand identity
- ➔ **Transmitter** - Advertising; Lookbook
- ➔ **Receiver** - Targeted customers

'RL: NOMO' Identity Prism

Picture of Sender

Lookbook Development

Physique:

Durable and sustainable fashion. Iconic brand which isn't just for the rich: Ralph Lauren is more than just polo shirts.

Personality:

Confident, independent, enthusiastic, energetic

Externalisation

Relationship:

Sharing memorable moments with friends, classy American style of living

RL : NOMO

Culture:

American heritage with a modern touch, freedom, focus on quality of life

Internalisation



Reflection:

Independent women with a career they love, age doesn't define who they are inside

Self-image:

Classy yet stylish, expressing themselves through what they wear. Passionate and focused in what they do.

Targeted Audience:

- Gen Z and millennial
- Raising spending power
- Street culture lover
- Hip-pop musicians
- Fashion influencers

Picture of Receiver

AW 22/23 Trend Insights



Key Items



A: Oat Milk

B: Olive Oil

C: Algae Green

D: Orange Oxide

H: Atlantic Blue

I: Artisanal Red



'New Retro'

- 1: Youth interest in #vintagefits
- 2: Reflect an optimistic joyful expression
- 3: Slick contemporary silhouettes and unfussy details
- 4: Gender-Inclusive

Lookbook Design & Implement

Lookbook Contents

- Consistent imagery
- Short description of collection
- Product details
- Sales promotion



Shooting Inspiration



Shooting Location: Mcr Projects



Skateboard park is the most popular gathering place for contemporary young people, which perfectly integrates street culture. In the current unstable social environment, individuals pursue their ideals of freedom, which is also the concept to be conveyed by the new sub-brand. With a pleasant and relaxed shooting atmosphere, it resonates with young people forever, so that they no longer think that Ralph Lauren can only be worn in high-level entertainment places



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