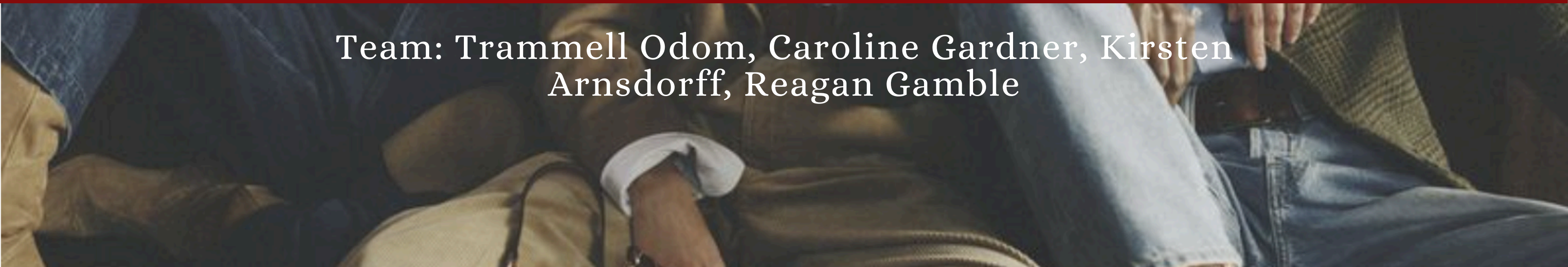




# RALPH LAUREN FOR WOMEN

“GROW WITH THE CLASSICS”

Team: Trammell Odom, Caroline Gardner, Kirsten  
Arnsdorff, Reagan Gamble





# RALPH LAUREN FOR WOMEN

Ralph Lauren For Women is an integral part of the Ralph Lauren brand, known for its signature blend of classic elegance, luxury, and timelessness. With a heritage rooted in classic American style, Ralph Lauren for Women embodies the brand's dedication to quality craftsmanship and enduring fashion. Ralph Lauren for Women showcases classic design with modern style, from Polo Ralph Lauren women to Ralph Lauren Collection, Lauren Ralph Lauren, Double RL, and RLX.

**But...did you even know that?**  
**Here's where we come in.**

**Classic is key.** We believe this campaign will speak to women in their mid twenties who want to keep it fun but classy while going on a night out, a date, or staying in the office.

Through research and insights we have found the main problem within the RL For Women. **CONFUSION.** We want to restructure a platform that keeps up with the times while also being timeless that draws a crowd of everyday women that want to feel classy as they balance their life between teenage years and looming 30s. We will be redefining Lauren by Ralph Lauren's media presence into Ralph Lauren For Women as a base for social media content, while incorporating the new trends on social media with a brand ambassador and influencers to draw more engagement with the brands into one main account.

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Discover

## Women's Brands

Ralph Lauren for women showcases classic design with modern style, from Polo Ralph Lauren women to Ralph Lauren Collection, Lauren Ralph Lauren, Double RL, and RLX





# THE ISSUE

- Lack of awareness and promotion of Ralph Lauren for women.
- There are five brands, only one having a small presence on social (Lauren By Ralph Lauren).
- Don't spend their money wisely with media.
- Perception of the women's collection is mixed.

**Confused? We were too.**

## Survey Results:

If Ralph Lauren Womens collection was a person who would it be?

Martha Stewart

I don't know

Kate Middleton

Hmm, Blake Lively??

Bella Hadid

I don't know the collection well enough.

Pookie? Or someone from the suburbs.

“Never really seen anything. When I think of Ralph Lauren I think of the boys polo with the horse logo.”

- Survey Participant

“I don't know much about the line other than RL being a classic staple for more chic looks. It serves as a base layer for sophisticated or causal beachy/preppy fits.”

- Survey Participant



# THE CHALLENGE

## Our Objectives

- Media Engagement with 25-27 year olds (Mid-Twenties)
- Redefining Lauren by Ralph Lauren's media presence into Ralph Lauren For Women to incorporate all 5 brands.
- Expand presence with brand ambassadors, user-generated content, and influencers on Instagram, TikTok, and YouTube.

## Here's What We Did

- 30 survey respondents
- 12 interviews
- Media data research
- Consumer based research
- Fashion media usage research

## What We Found...

- Lauren by Ralph Lauren is their only media presence for women's collection, but there are four other women's brands that have no presence.
- In the last 12 months, Ralph Lauren Collection has spent 56.57% of their media spend on digital search and 21.33% on print advertising
- In the last 12 months, Lauren by Ralph Lauren has spent 54.77% of their media spend on print advertising.
- There's a common opinion with participants assuming there is just one Ralph Lauren Women's clothing collection
- All participants in our survey have clicked on fashion related content in the last month.
- 74.2% of our survey participants follow fashion influencers.

## OUR MISSION

Create the perception of Ralph Lauren for Women as a outlet that showcases how women in their mid-twenties are growing in life with classic pieces that is trendy and relevant with the now.

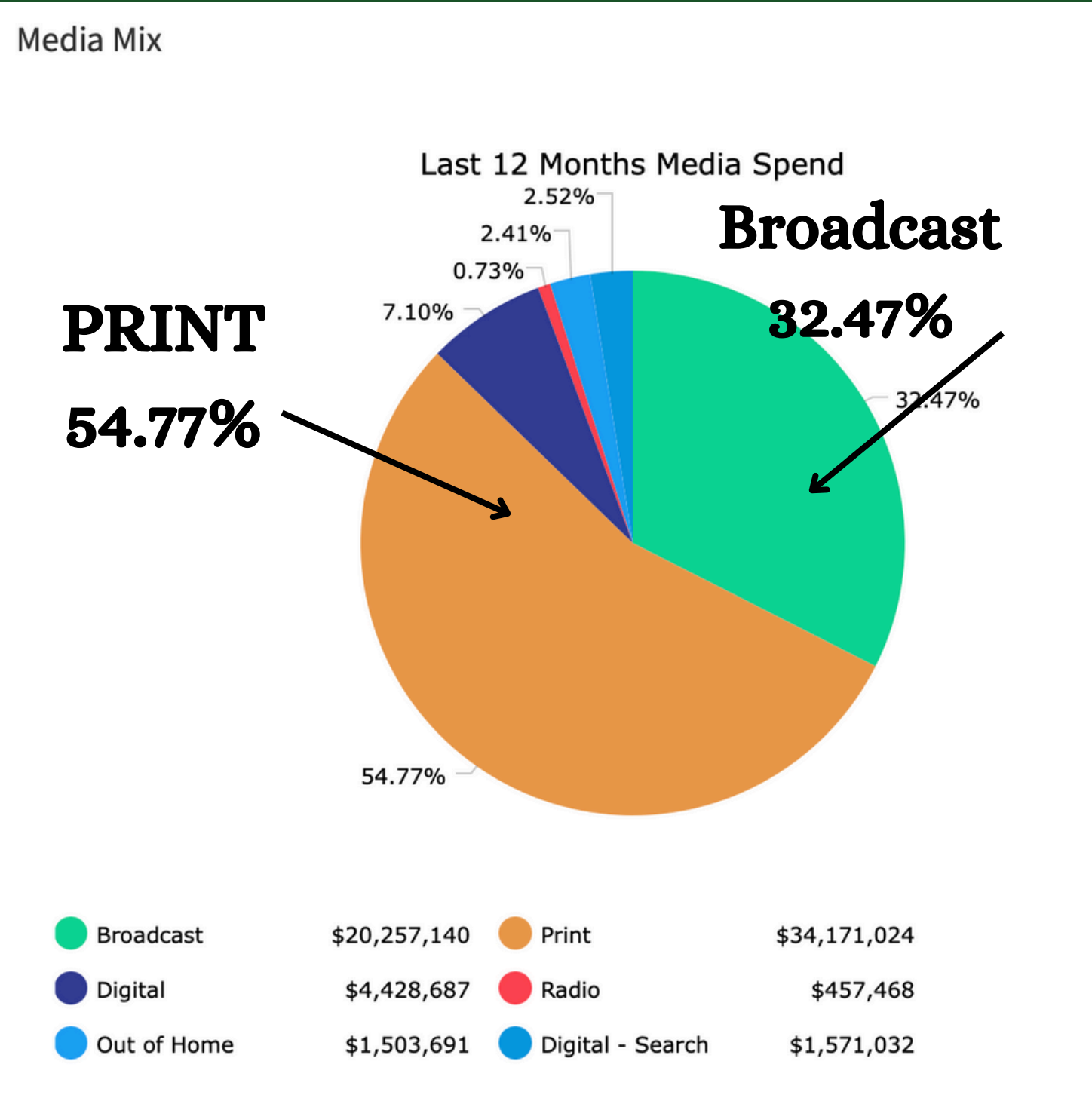
## According to secondary research

A worldwide survey conducted with 493 consumers (18 years and older) in the first quarter of 2024 revealed that overall, female consumers interacted more with luxury brands and services on social media. More than half of female respondents surveyed for the study said they followed a brand and liked or recommended it to a friend.

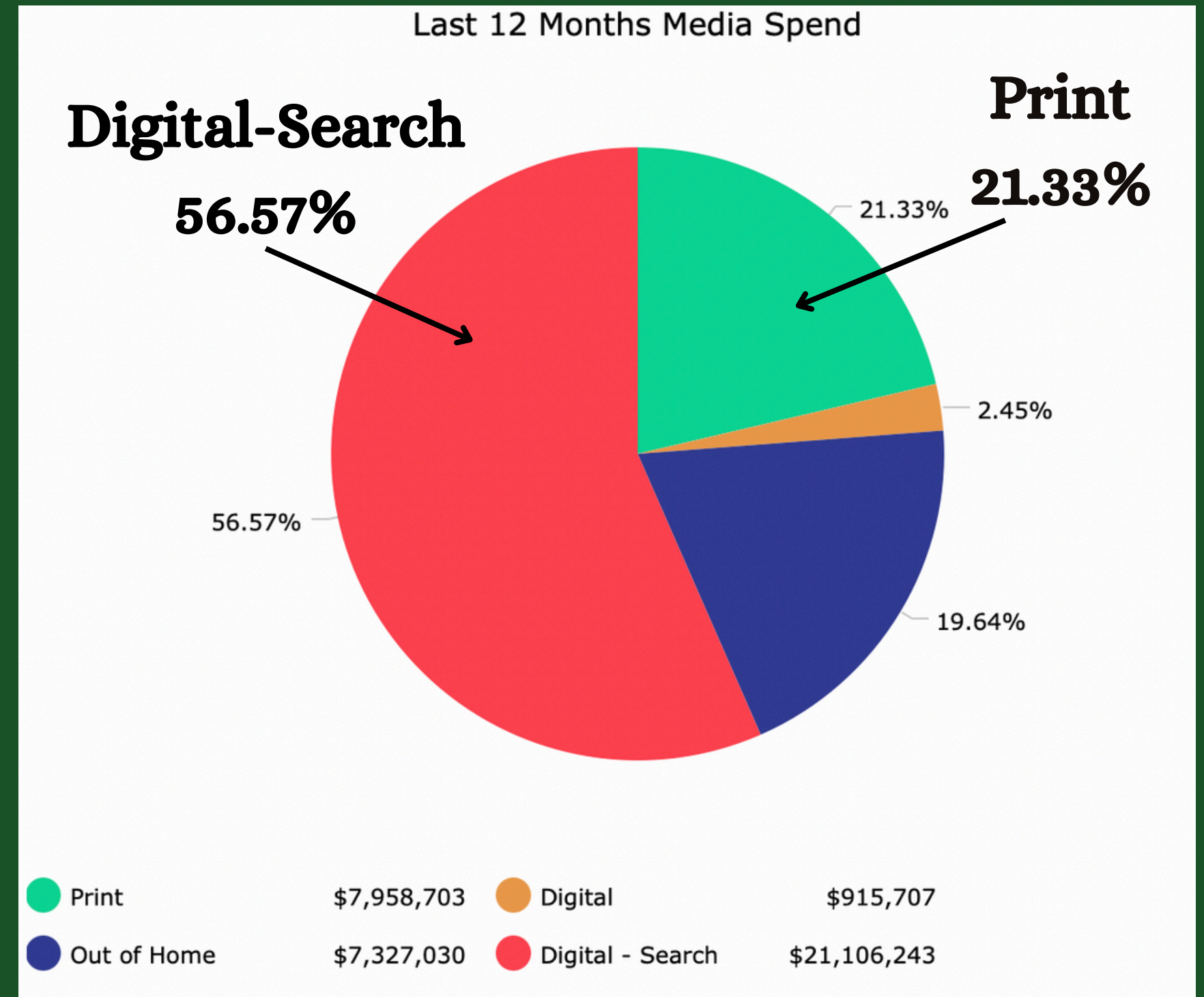


# Lauren v. Ralph Lauren

## Lauren by Ralph Lauren Media Spend Last 12 Months



## Ralph Lauren Collection Media Spend Last 12 Months





# SOCIAL MEDIA IS TAKING OVER FASHION MARKETING

- There are over 48 million UK users on Facebook. About four in ten Facebook users claim to discover fashion inspiration on the platform.
- Facebook's survey found that Instagram is the number one place to discover fashion products.
- 65% of influencers on Instagram are nano-influencers (1k-10k followers) and they make up 65% of all influencers on Instagram. They have the highest engagement rate on IG.
- Luxury brands are now selecting celebrity ambassadors based not only on their fame but also on their alignment with the brand's values and ethos. Consumers seek authenticity, and this approach allows luxury brands to create genuine connections with their audience.
- The global fashion influencer market has been valued at \$1.5 billion, with an expected 35.7% growth rate by 2027. Regardless of the popularity each influencer follower count isn't the most important metric. We're looking for influencers with high engagement rates on their content.
- YouTube has the highest engagement rate for influencer video content
- According to data released by Pinterest, 70% of users discover new products on its platform, 90% say Pinterest helps them decide what to purchase, and 66% of its users buy something after seeing a brand's pins.
- About 90% of 1,000 shoppers recently surveyed say user-generated content (UGC) on the Internet influences their decisions to make a purchase, far more than are influenced by other forms of marketing.

## Emma Chamberlain



## Zendaya



Pictured above in Vintage Ralph Lauren from SS92

## Chiara Ferragni



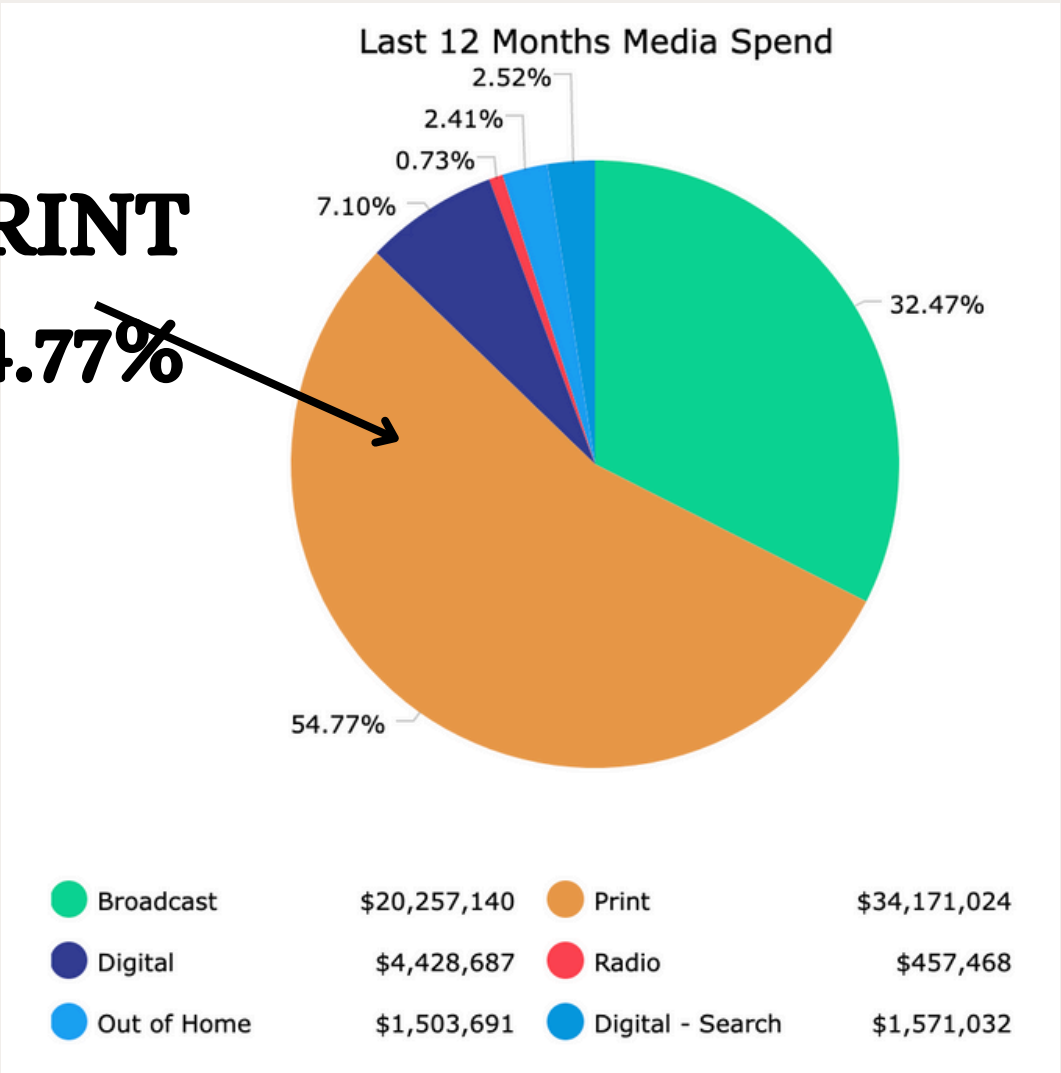
“Zendaya’s recent outings in Ralph Lauren proved successful this year at The Championships, Wimbledon. Her appearance at the event generated \$3.6 million in media impact value for the American brand”



# COMPETITORS MEDIA SPENDING BREAKDOWN

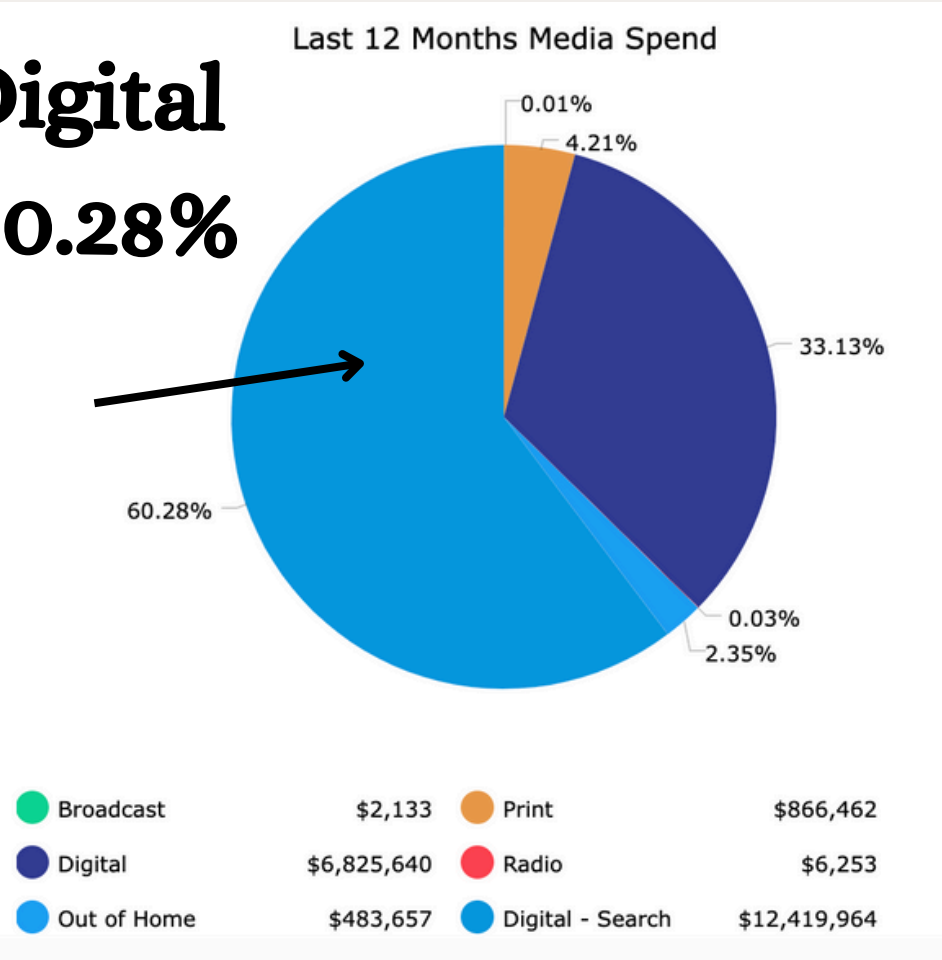
- 1.CHANEL
- 2.JCREW

PRINT  
54.77%



Lauren’s last 12 months media spending

Digital  
60.28%

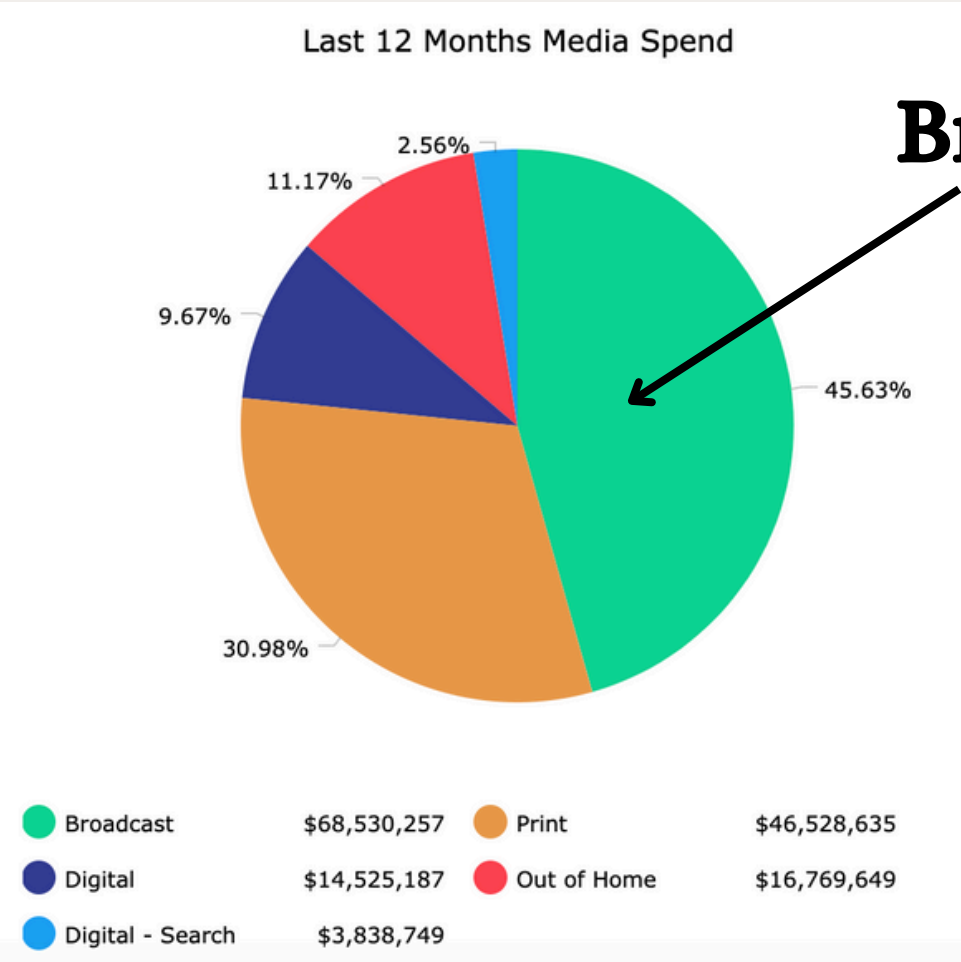


J Crew’s last 12 months media spending

Consumer: By using storytelling techniques, **Chanel** creates a narrative that connects with its target audience on an **emotional** level and helps build a **strong relationship** with them over time.

Consumer: **57%** of consumers state that videos make them feel more **confident** about the quality of their purchase.

Broadcast  
45.63%



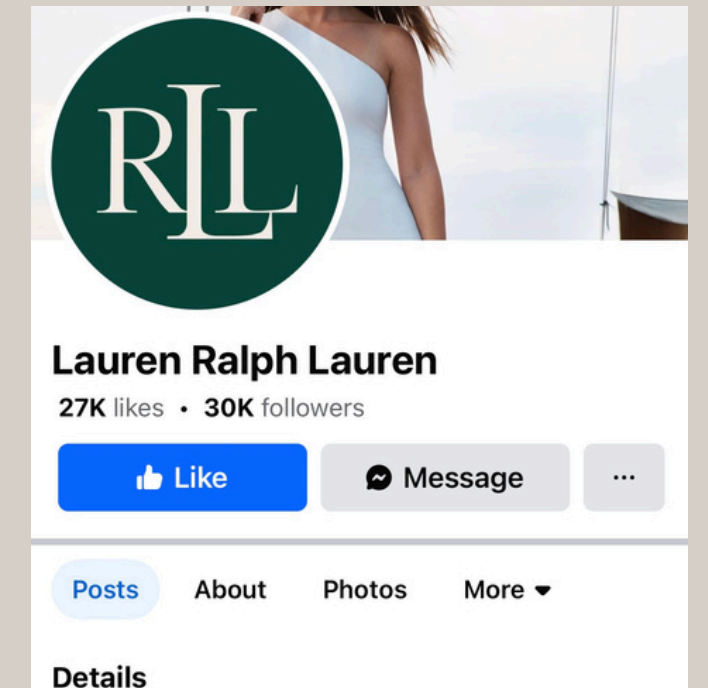
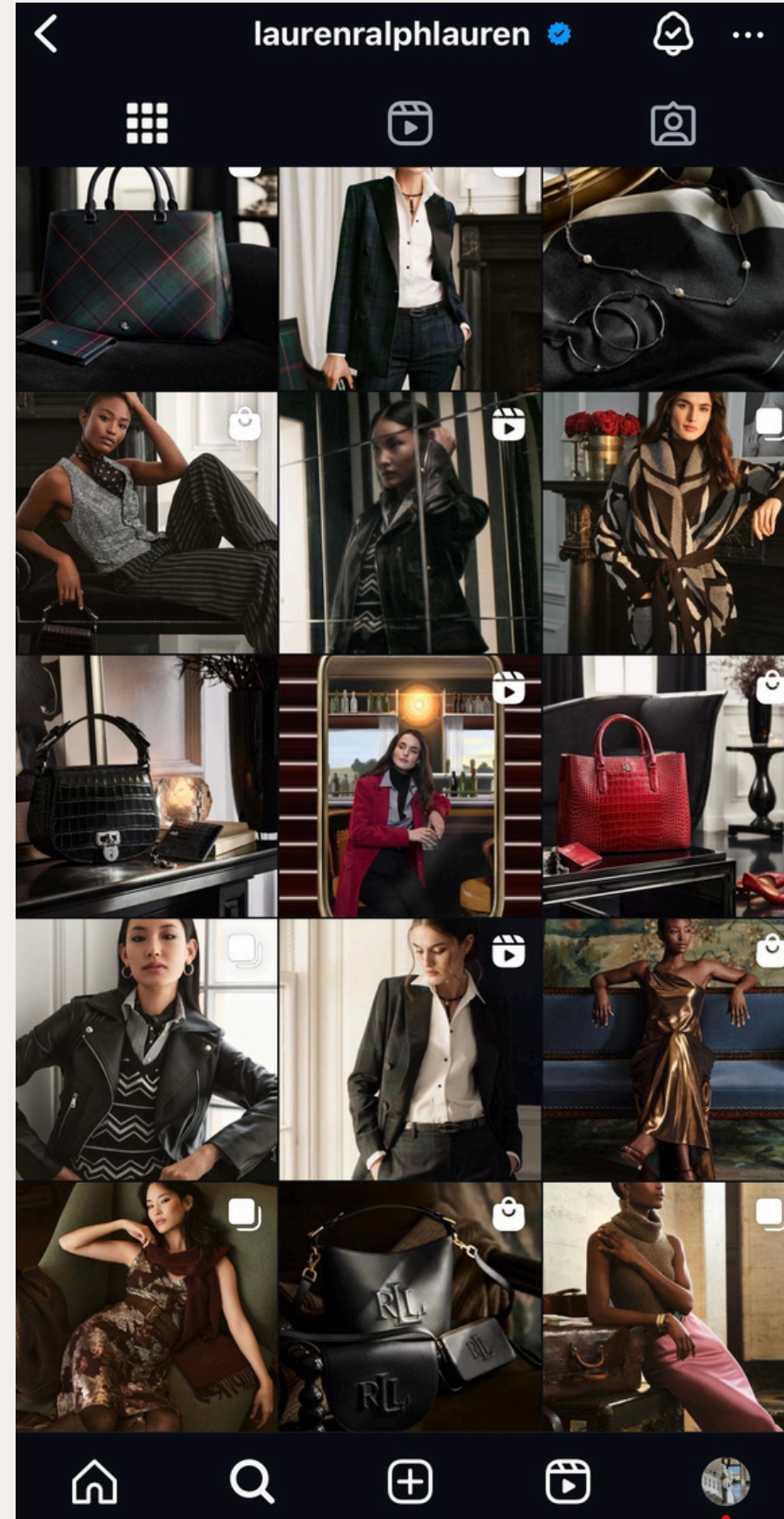
Chanel’s last 12 months media spending

- Lauren spends **less than 10%** of their media marketing on Digital
- Where as J Crew spends **more than 90%** on Digital
- Chanel prioritizes Broadcast, a form of Digital, **using over 57%**
  - Big percentage on print but is not main focus



# AS A CONSUMER...

- As consumers who rely now on the internet and social media more now than ever, there seems to be a disconnect between @laurenralphlauren (472k Followers) and its social media presence on Instagram and Facebook (30k followers).
- It's the only all women's wear social media platform for Ralph Lauren.
- Compared to the @ralphlauren official Instagram, the content is not reaching enough of a audience.
- We've observed @laurenralphlauren every day and not one story was posted. They are only posting one photo or reel a day or every couple days of a model.





# CONSUMER POV

**Consumers are not connecting with Ralph Lauren For Women because they just don't see content that makes them perceive it that way.**

**What do you hate about Ralph Lauren's women's collection?**

“There's not a large selection of women's clothing and style marketing. When I think of Lauren I think of men, because I see the brand as a male business clothing company.” - Louisa Hernandez

**How do you feel about Ralph Lauren's Women's Collection, both online and in-store?**

“I haven't seen or heard anything about Ralph Lauren's women's collection, but I think their clothes would be basically the same every year, just the same thing with a different font.” -Sofia Diaz

**Out of all 12 participants, this question had the most mixed views:**

**What strategies can Ralph Lauren Polo Women's Collection employ to reposition itself as a modern luxury brand?**

“They should collab with someone. Especially with the clean girl aesthetic is a new thing so why aren't they engaging more with that? It's a very basic brand of clothing with basic items. I think they need a lot of rebranding if they wanna get a younger demographic.” - Jesse (25)

“I think they are very versatile and are already such a strong brand that they don't need to change anything.”  
- Mary Clare (21)

“I think that if the brand starts to take more advantage of the use of social media and micro fashion influencers, the brand would come across as a “cool, chic, and younger” brand to appeal to a younger generation and become more versatile.” - Airey (21)



# INSIGHTS:

## Empowering Women: Transforming Products into Personalized Experiences in Branding

Women prefer brands that offer more than just products; they seek experiences, emotional connections, and personalized style.

Women are looking for brands that are both stylish and practical, and that resonate with their evolving roles in society, whether in leadership, careers, or family.

Generation Z women are attracted to brands that offer versatile, sustainable fashion that can be worn across multiple settings (work, casual, evening).

**By promoting how Ralph Lauren For Women (Polo Ralph Lauren women, Ralph Lauren Collection, Lauren Ralph Lauren, Double RL, and RLX) blends classic elegance and fashions with modern sensibilities, we're able to show that they understand and support women's multifaceted identities.**



# A Look At Women In Their Mid-Twenties

## (ages 25-27)

### What to wear when you're 25 or older

One article's author stated, "I've shifted almost my entire wardrobe to a business casual/trendy/Sofia Richie type of style."

"Keep it fun, but modest! This does not mean COVER UP! Blazer sets! Wear tasteful shoes!"  
-Erica Merica

Women in their mid-twenties find their fashion inspiration mainly through Snapchat (41%) TikTok (35%), Instagram (32%)

"The exhilaration of your 20s is punctuated by several 'firsts' - your first job, first paycheck, first solo trip, first festival, and so much more. Just as these experiences are milestones, there are certain wardrobe staples that act as cornerstones for your fashion journey in this transformative decade. This time is a whirlwind of experiences and opportunities, and the same can be said for the world of fashion during this time. This is the era of bold experiments, rediscovering yourself, and finding that perfect sweet spot between the carefree styles of teenage years and the poised elegance of the looming 30s." -Autum Love Fashion Blog

### Dressing your age in your 20's

This is the age to experiment, play around with different styles and trends. Invest in a few quality pieces that you'll need in this season, like some classic heels in black or nude, tailored blazer, wool/suede coats, and leather jacket



# Who are these divas?

## The Modern Classicist

She has a love for timeless, elegant clothing that balances sophistication with simplicity. She enjoys quality over quantity, investing in pieces that will last for years. Her wardrobe consists of neutral tones, tailored blazers, and sophisticated dresses, and she often accessorizes with pearls or gold jewelry.



## The Urban Sophisticate

Living in a bustling city, she's always on the go but never sacrifices her style. She values clean, modern lines, and effortlessly integrates formalwear into her daily look. Her wardrobe includes chic trench coats, silk blouses, and fitted trousers. She gravitates towards versatile pieces that easily transition from work to evening events.

## The Jet-Setter

A woman who travels frequently, whether for work or leisure, and appreciates clothing that is versatile, durable, and stylish. She's drawn to comfortable yet elevated pieces like cashmere sweaters, tailored pants, and stylish blazers that are easy to pack and work well across diverse climates and settings.



## The All-American Romantic

She finds inspiration in a nostalgic, vintage-inspired aesthetic with a love for florals, lace, and classic American designs. Her wardrobe consists of feminine dresses, cardigans, and denim jackets, often with a touch of bohemian charm. She values classic Americana style with a hint of romanticism.





“Grow With The Classics.”



# Why “Grow With The Classics?”

Our single-minded proposition "Grow with the Classics" is a multifaceted phrase that refers to Gen Z women (ages 25-27) investing in quality classic pieces for your wardrobe that can be used in countless outfits, styles, and situations. *Ralph Lauren for Women* is rooted in timeless, elegant, and enduring pieces that never go out of style. Young women can, and should, build a wardrobe that transcends trends and stands the test of time.

There is a correlation between our SMP benefit and the rise of celebrities and influencers promoting building a “capsule wardrobe”, **“A capsule wardrobe is a collection of thoughtfully curated, easily interchangeable items designed to maximize the number of outfits you can create. With a capsule wardrobe, you can achieve a variety of different looks with a small selection of clothing”**, which supports our promotion of investing in longlasting and high quality pieces.



# RALPH LAUREN FOR WOMEN

instagram: ralphlaurenwomen

## “Grow With the Classics”

- A campaign that commemorates experience of women in society today. Show that Ralph Lauren for Women supports women throughout every stage of their lives.
- Share testimonials of influential everyday women in various stages of their lives. These stories should emphasize how Ralph Lauren For Women supports their ambitions, offers both timeless and classic style in their closets, while also acknowledging their ever-changing position in the world.
- Create digital experiences that help women understand how Ralph Lauren for Women fits into their real lives.
- Young women are in a growing transformative decade as they experience milestones in life, they know they can always count on Ralph Lauren for Women to grow with them through these milestones.

**“I love how timeless and classic the brand is, it can be dressed up as well as down depending on what vibe you want.” -Airey (21)**

**“Ralph Lauren Women has built such a name for themselves and a strong brand identity that they will always stay relevant. Ralph Lauren is much more than just a clothing store; it is its own style. As women get older, the way their clothes make them feel is what many women chase.” - Mary Clare (21)**



# Boosting Engagement



YouTube will increase brand credibility, getting closer with target audience building authentic and loyal relationships. For example creating videos with everyday women and they get to try on the different brands of Ralph Lauren for Women and Zendaya as the host. “Zendaya Styled Me For A Week with Ralph Lauren for Women”



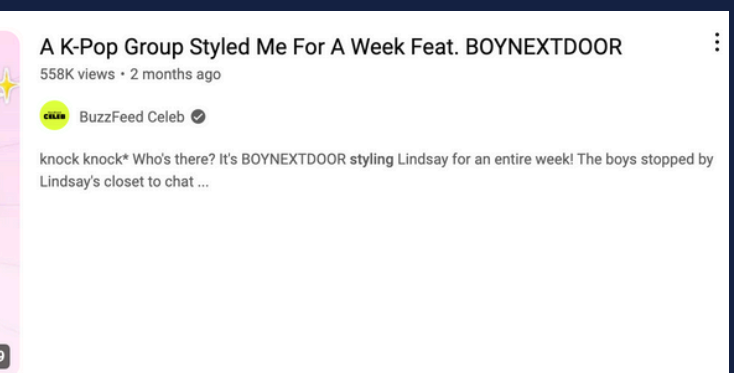
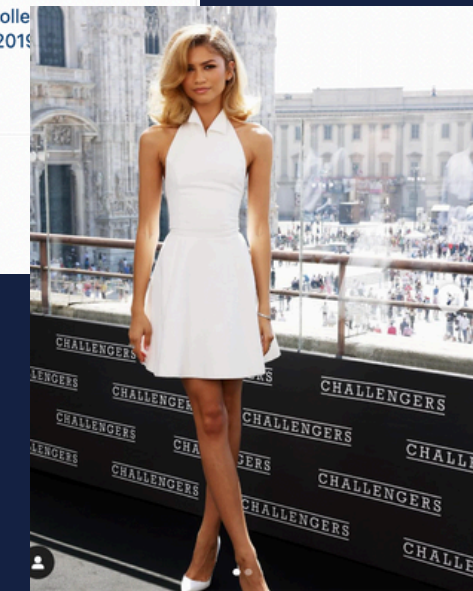
Post high-quality photos, reels, and stories of Ralph Lauren for Women, including lifestyle and behind-the-scenes content of how models are styled for runway shows and photoshoots. This also would include reposting from collaborating fashion influencers and Zendaya.



Day in the life content, get ready with me and styling videos to incorporate Ralph Lauren for Women. This including influencers and Zendaya



Post behind-the-scene content, exclusive offers, engaging stories and reels. This including fashion influencers and Zendaya





# **“Grow With The Classics” Pop-Up Event**

- **Influencers and stylists will attend and host this pop-up event, alongside Ralph Lauren For Women, to help women support their era of bold experiments, rediscovering yourself, and finding that sweet spot between the carefree styles of teenage years and the classic elegance of the looming 30s.**
- **This event is targeted to everyday women, meaning anyone is invited to try on Ralph Lauren For Women pieces after queuing for a time to be styled.**
- **Zendaya can make special appearances to some events.**
- **Influencers can help style guests and create content while doing so to promote the event and the overall “Grow With The Classics” campaign on socials.**
- **Influencers will be interviewing women while styling them with mini mics, asking questions about their experience with “dressing their age” in their 20s.**
- **These events will be placed in major cities around the United States and Canada. (Ex. New York, Chicago, Toronto, Nashville, Atlanta, Los Angeles, Dallas)**





Zendaya represents a youthful yet timeless appeal that resonates with women in their mid-twenties—a time filled with new experiences and milestones. From her early days in the entertainment industry to her current status as a global icon and role model, she has evolved into a inspiration, making her connected to young women going through similar stages of growth in their lives.

She is renowned for wearing elegant, classic garments that feel modern and timeless, which suits our approach for Ralph Lauren For Women styles of classic elegance with an element of youth. She has a multifaceted personality with her involvement in both fashion and movies as well as her support of social causes. She appeals to young women searching for a brand that develops with them and grows to fit their changing lifestyles. Her impact would encourage self-assurance and enthusiasm, enabling women in their mid-twenties to picture Ralph Lauren For Women as a partner for all of their personal growth in their lives.

# ZENDAYA



# Zendaya Will Bring “Growing With The Classics” to Life

- Zendaya will be repping Ralph Lauren for Women at award shows, photoshoots, red carpet runways and through casual outings.
- Zendaya will use her platforms to advocate and bring awareness with testimonials of how Ralph Lauren for Women supports her ambitions and goals. Bringing to light how Ralph Lauren Women can empower women through every milestone in life.
  - She will be apart of Ralph Lauren Women Youtube Channel, Instagram, and TikTok videos that help women find their voice in the form of expressing themselves with class, linking how Ralph Lauren for Women can grow with every woman.





# Integrating Influencer Marketing To Ralph Lauren for Women

These are examples of 3 ladies content that perfectly aligns with our campaign for women who wear classic pieces and are pursuing their life goals and growing as a young woman.



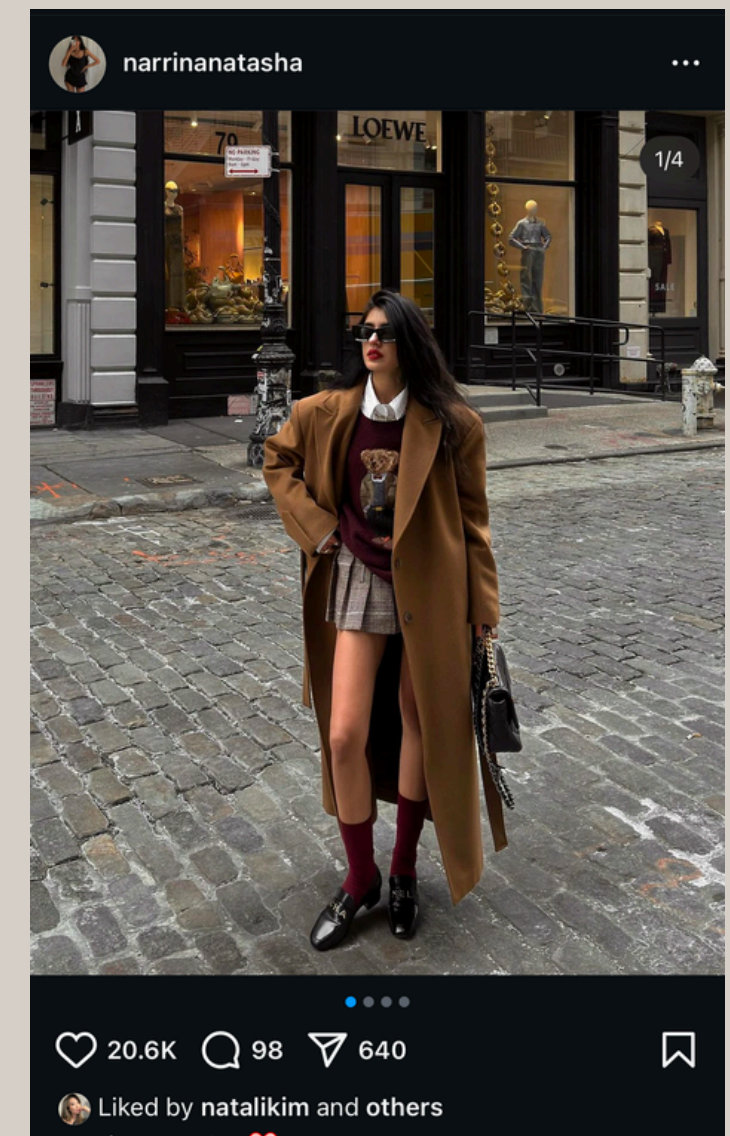
Elizabeth Fortmeyer  
@elizabethfortmeyer

- 122k followers on Instagram
- 283.6k followers on TikTok
- Model and content creator from Indiana.
- Moved to New York in 2020 to study political theory and pursued modeling.
- Online content creator, and Instagram personality who is known for posting a wide array of fashion tips and trend analysis videos.
- Some reels include outfit of the day, inspired outfits, lifestyle, and dressing elegant for her age.



Claire Manson  
@clairesmanson

- 470k followers on Instagram
- 739.5k followers on TikTok
- Stylist and lifestyle content
- She posts outfit inspiration to her clairesmanson TikTok account.
- Her get ready with me videos are among her most viewed.
- Her video where she shows her prom dress received over 9 million views on TikTok.
- She refers to her fashion aesthetic as old money.
- Instagram page features photos of her modeling in her daily life.



Natasha Narrina  
@narrinanatasha

- 777k followers on Instagram
- From fashion to travel, Narrina Natasha has proven herself as a versatile influencer, sharing her experiences and opinions on a wide range of topics.
- Her online presence and expertise have made her a sought-after collaborator for brands and businesses looking to reach a wider audience.







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