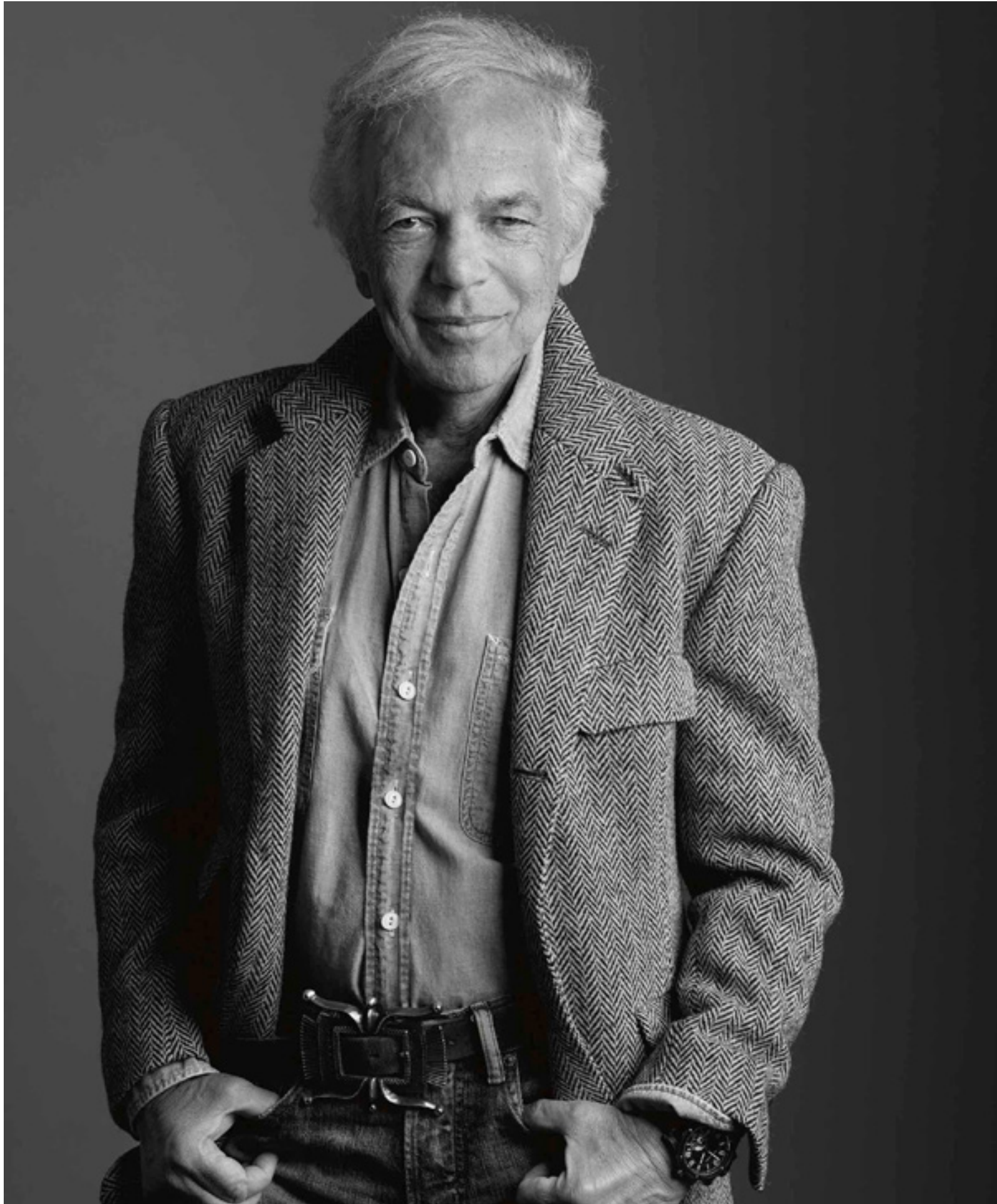




RALPH LAUREN

LXFM 740 VISUAL NARRATIVE FOR CONSUMER ENGAGEMENT |
PROFESSOR ATIYA SEWELL | SNEHA SINGH NAGAR



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PROJECT RATIONALE

Ralph Lauren as a brand has been constantly growing, and making efforts to broaden its appeal to greater number of people.

To grow the business its important expand, and what better way to expand into a new market.

A Pop up store is great way of doing so, testing the market, showcasing exclusive collection and also the location.

This pop up store is to showcase a exclusive Ralph Lauren's Nautical collection called Navy & White.

The idea is to enable the brand to talk in a different way to the customer in different location, and add flexibility to the retail network.

Creating the brand of inclusivity, catering to the current pandemic scenarios.

It allows them to interact, approach and engage with the customer outside of the formal settings.

Also invites a newer generation to come and interact with their products.

This Pop up store will also have features, keeping in mind the Covid-19 scenerio, making all the products QR code scan- able through the pop up store app.

Also providing customers with the option of curbside pick up from store.



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BRAND OVERVIEW

Ralph Lauren Corporation is a global leader in the design, marketing, and distribution of premium lifestyle products in five categories: apparel, accessories, home, fragrances, and hospitality. For more than 50 years, Ralph Lauren's reputation and distinctive image have been consistently developed across an expanding number of products, brands, and international markets. The Company's brand names, which include Ralph Lauren Collection, Ralph Lauren Purple Label, Polo Ralph Lauren, Double RL, Lauren Ralph Lauren, Polo Ralph Lauren Children, Chaps, and Club Monaco, among others, constitute one of the world's most widely recognized families of consumer brands. They believe that their global reach, breadth of product offerings, and multichannel distribution are unique among luxury and apparel companies. Reflecting a distinctive American perspective, they have been an innovator in aspirational lifestyle branding and believe that, under the direction of internationally renowned designer Ralph Lauren, they have had a considerable influence on the way people dress and the way that fashion is advertised and celebrated throughout the world. We combine consumer insights with our design, marketing, and imaging skills to offer, along with our licensing alliances, broad lifestyle product collections with a unified vision.



BRAND ANALYSIS

PURPOSE

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

WAY

Love what you do, be passionate, work hard, work together, take risks, stay real, never compromise, aspire to be the best.



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BRAND POSITIONING

REVENUE OF POLO RALPH LAUREN WORLDWIDE

6.16bn USD

COMPOUND ANNUAL GROWTH RATE OF RALPH
LAUREN

2.8%

NUMBER OF EMPLOYEES OF POLO RALPH LAUREN
WORLDWIDE

24.9k



PERCEPTUAL MAP



TARGET MARKET



Gender: All

Age: 18-45

Demographics: Worldwide

Social Class: Medium to Upper middle class

Lifestyle: Someone who believes in classic is evergreen, like basic and sophisticated style. Invests in good quality products



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CONSUMER PROFILE 1

NAME: LIVA LEWIS

AGE: 30

LOCATION: ATLANTA, US

OCCUPATION: DATA ANALYST

MARTIAL STATUS: SINGLE

PREFERENCE: High quality, classic and elegant.



CONSUMER PROFILE 2

NAME: JASMINE DAVE

AGE: 45

LOCATION: FLORIDA, US

OCCUPATION: OPERATION MANAGER

MARTIAL STATUS: MARRIED WITH TWO KIDS

PREFERENCE: Easy access and comfort.



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CONSUMER PROFILE 3

NAME: CHRIS RAY

AGE: 35

LOCATION: LONDON, UK

OCCUPATION: SENIOR RECRUITER

MARTIAL STATUS: MARRIED

PREFERENCE: Comfort and style.



MARKETING STRATEGY

Launching a pop up store, to keep it interesting and engage people.

Refreshing change in the location, targeting a newer market and customer.

Additional features like QR scanning and Curbside store pick-up.

Theme inspired store with an exclusive collection with limited stock.

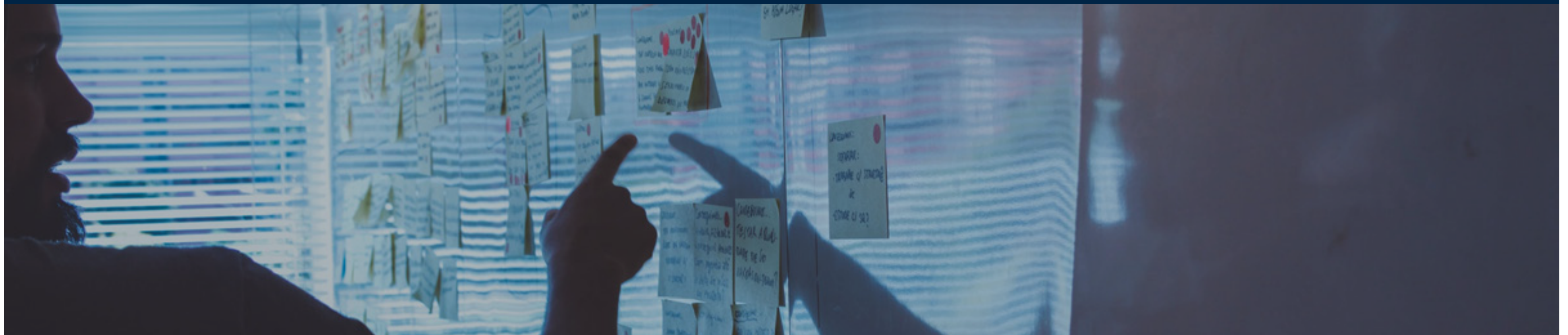


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MARKETING MESSAGE

Features keeping mind the current scenarios.

Keeping in mind the words of Ralph Lauren-
"Style is very personal. It has nothing to do with
fashion. Fashion is over very quickly. Style is for-
ever."

Presenting these timeless pieces through new
trend of Pop up stores.



LOCATION ANALYSIS



Ralph Lauren being a luxury brand is entering the new segment of Pop-up store concept. To expand and reach new range of customer market.

LOCATION: Atlantic Station, Atlanta, GA.

Atlantic Station is an upscale commercial and residential area.

At its heart is the open-air Atlantic Station mall, with popular fashion and home decor stores.

With regular pop-up markets in the location, this would be the perfect location to explore the new segment of customer.

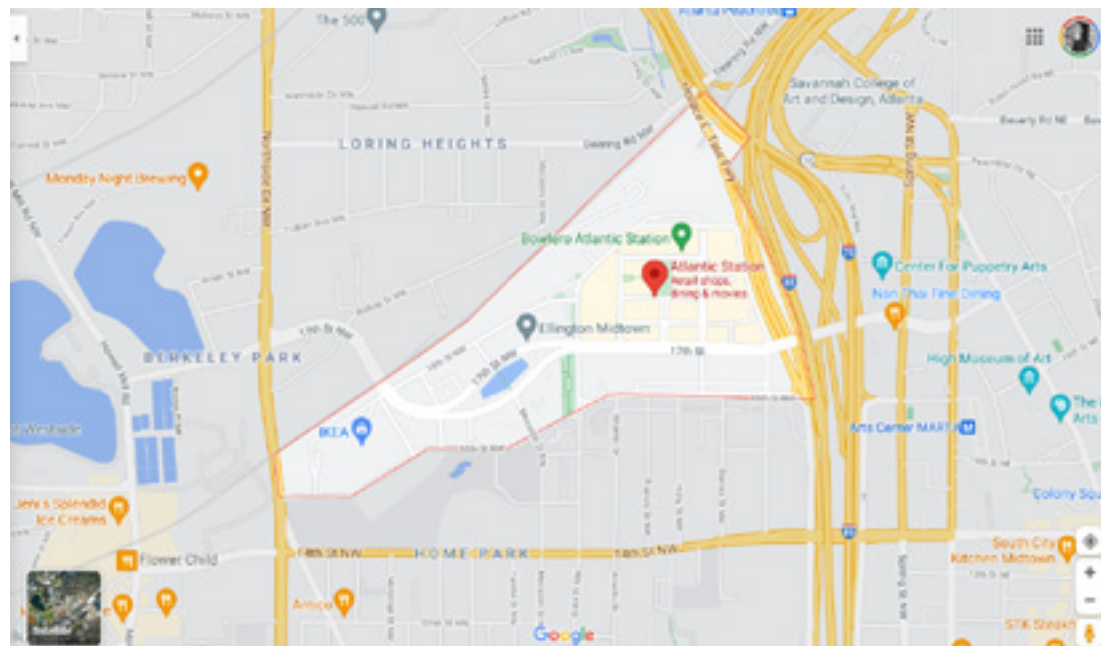


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STORE ANALYSIS



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INSPIRATION BOARD



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MOOD BOARD

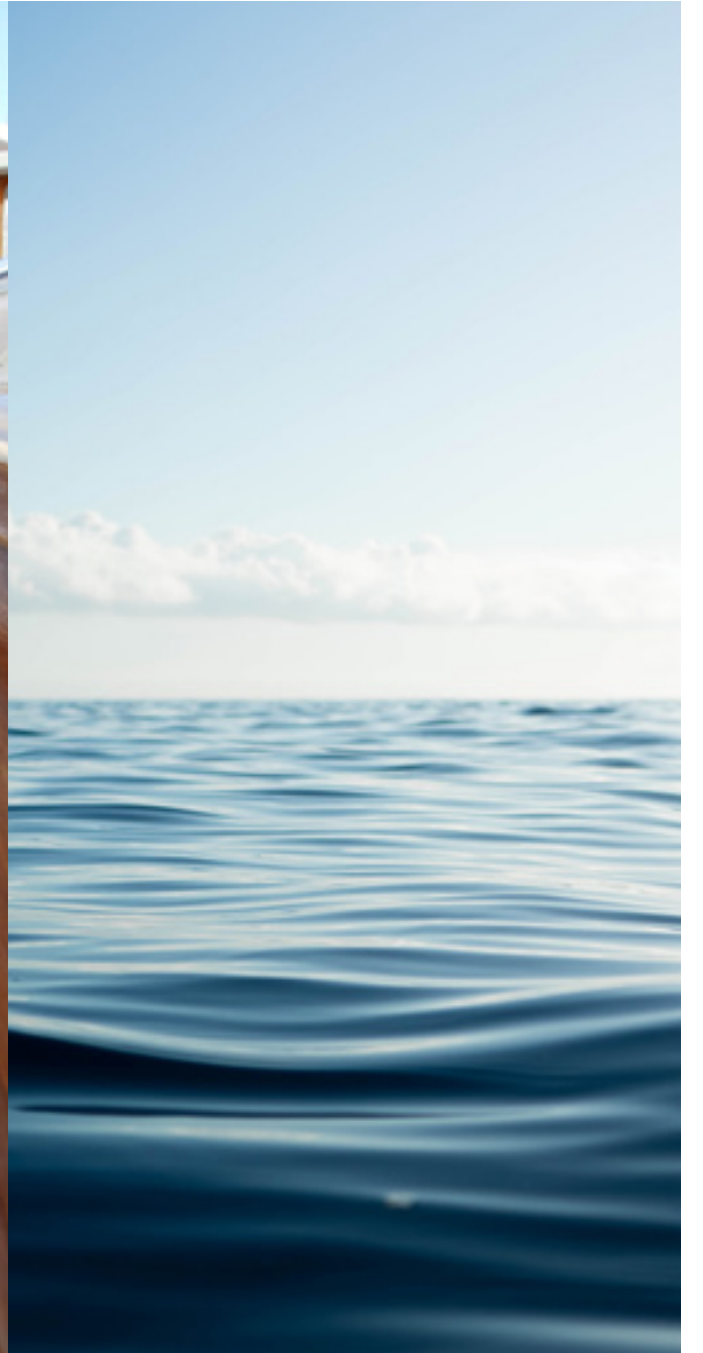


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2D FLOOR PLAN

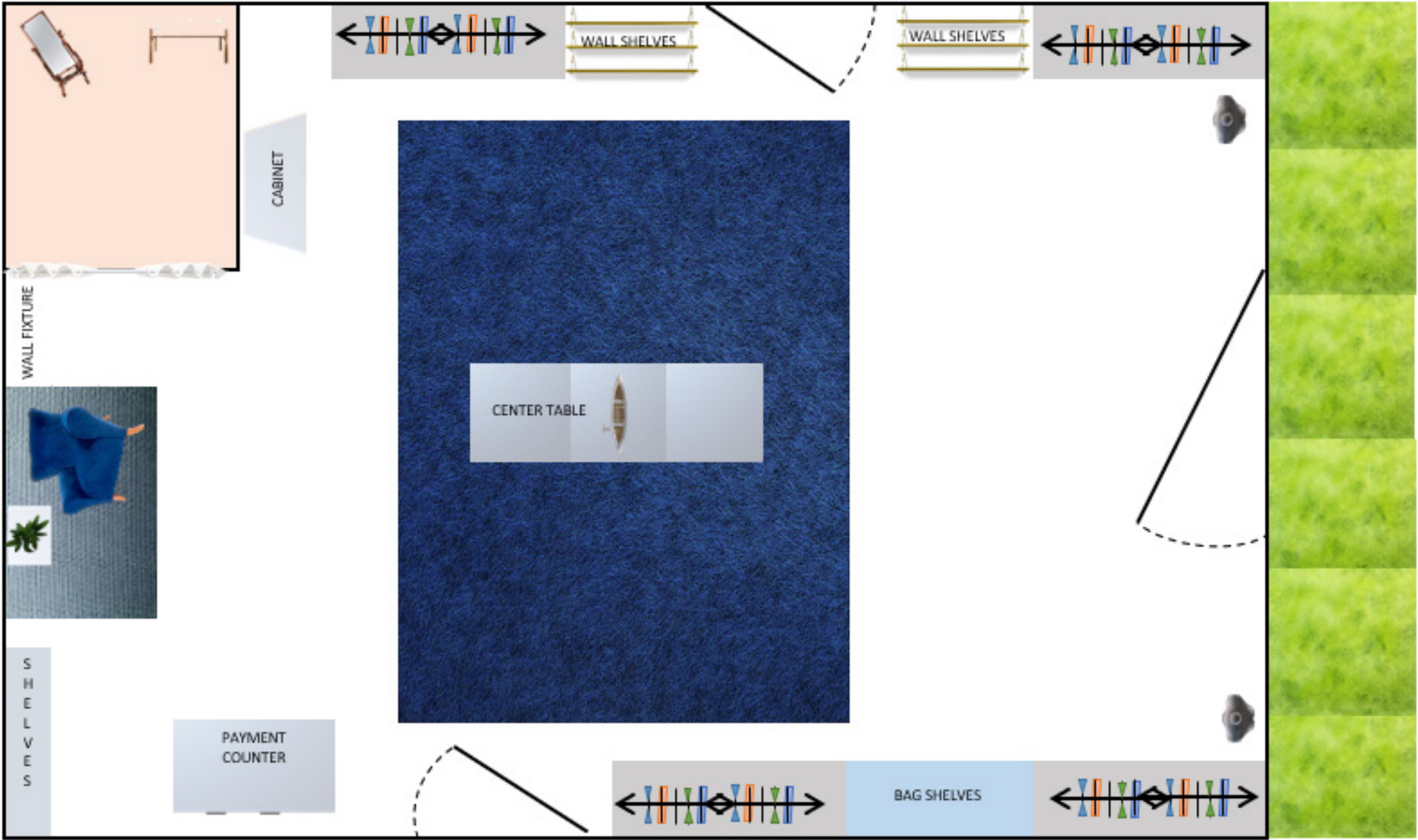
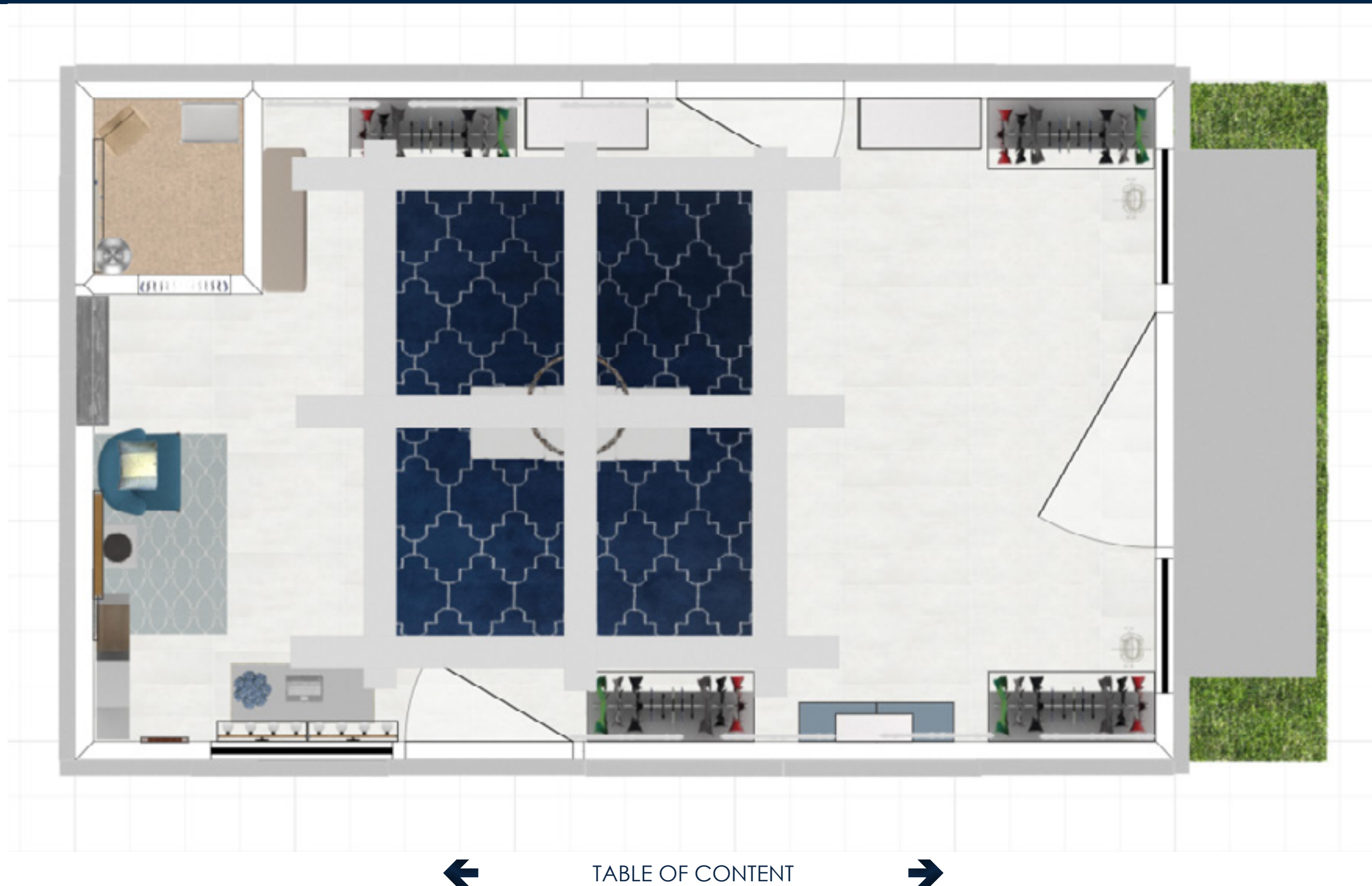


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3D VISUAL SPACE DESIGN - TOP VIEW



3D VISUAL SPACE DESIGN - FRONT VIEW



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3D VISUAL SPACE DESIGN - SIDE VIEW



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3D VISUAL SPACE DESIGN - INSIDE VIEW

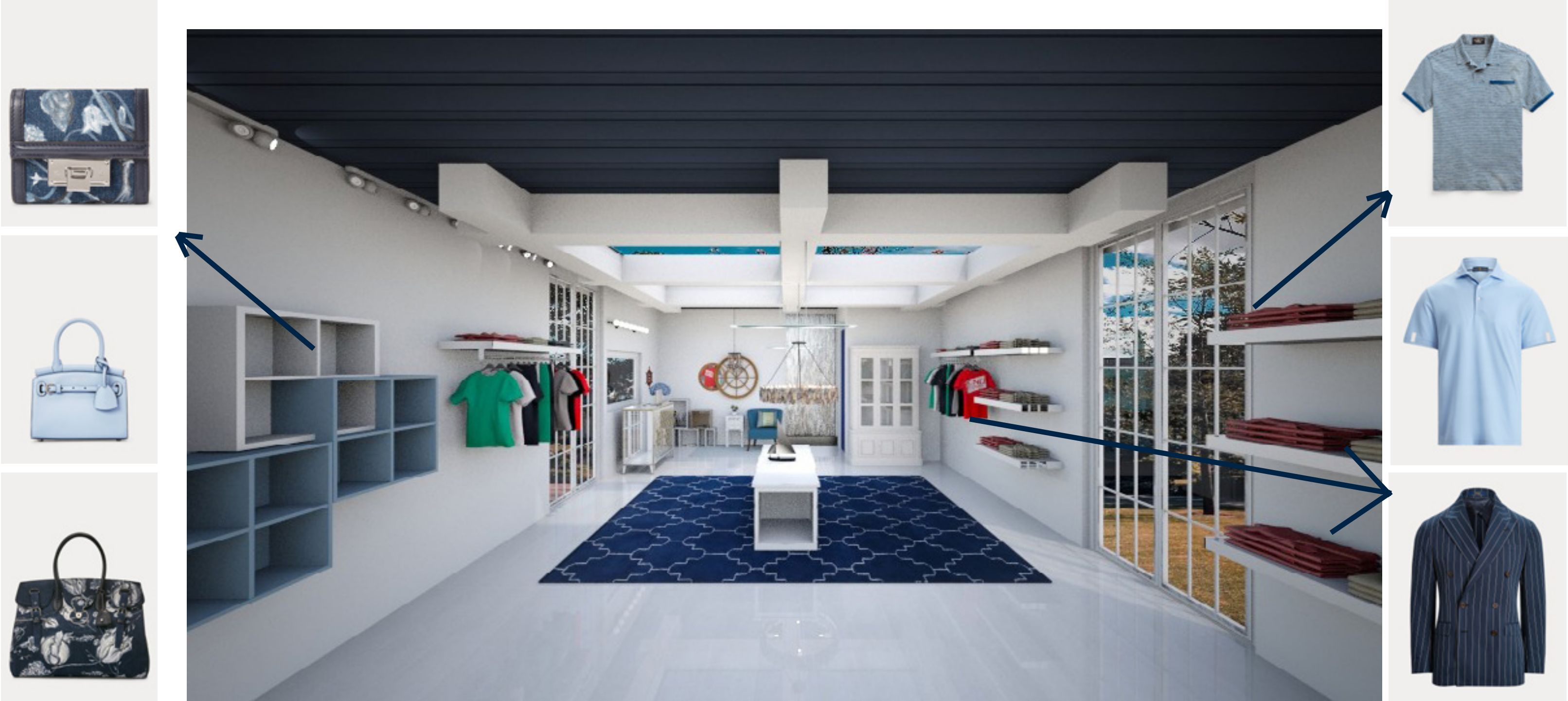
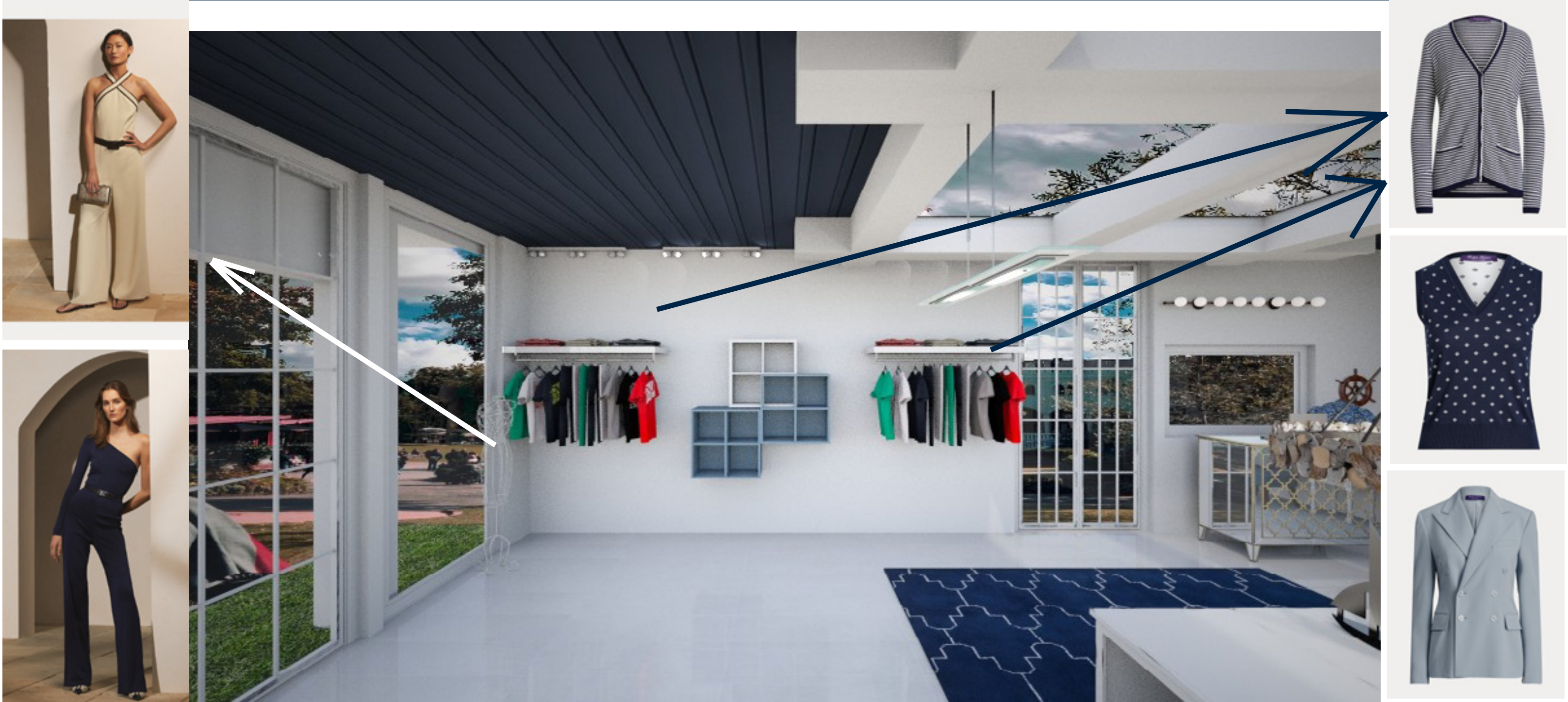


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3D VISUAL SPACE DESIGN - INSIDE VIEW



3D VISUAL SPACE DESIGN - INSIDE VIEW

LEFT SIDE

RIGHT SIDE

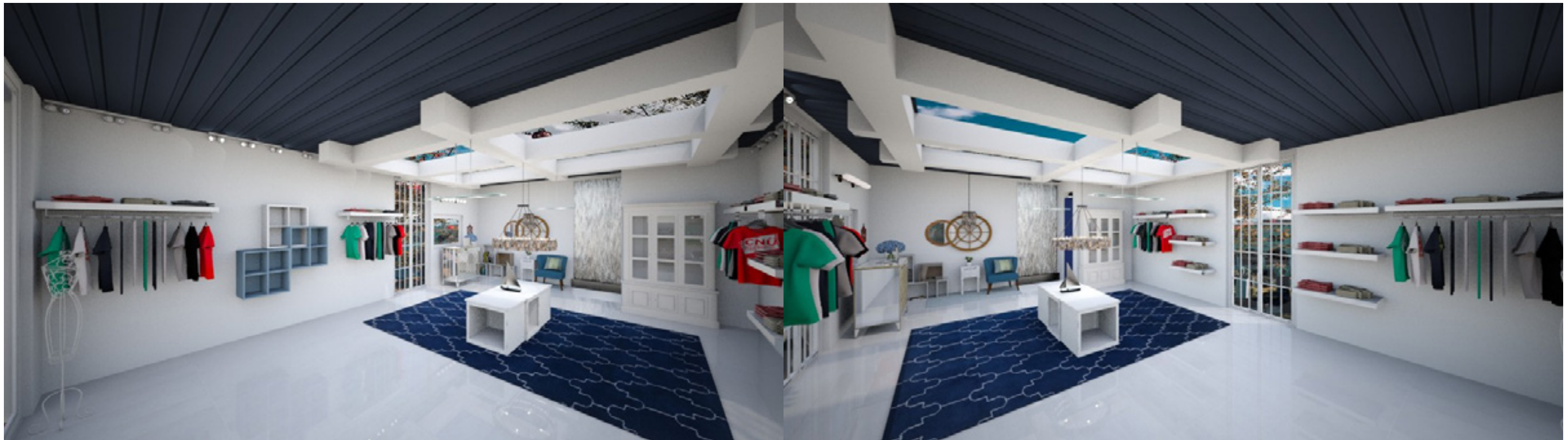


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3D VISUAL SPACE DESIGN - INSIDE VIEW

LEFT SIDE



RIGHT SIDE



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3D VISUAL SPACE DESIGN - INSIDE VIEW

TRIAL ROOM



TRIAL ROOM



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3D VISUAL SPACE DESIGN - INSIDE VIEW



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APP WIREFRAME

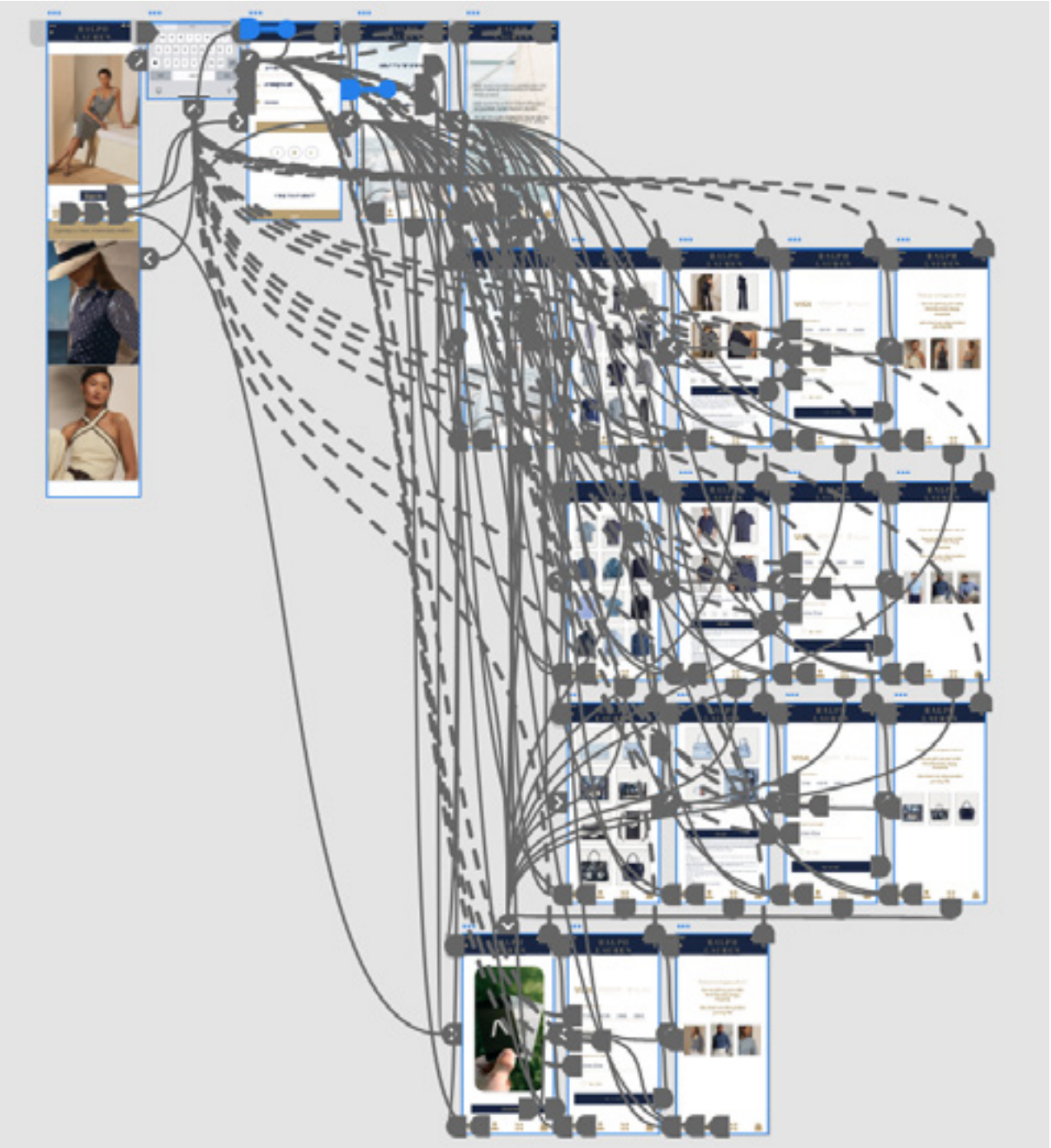


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APP DEFINATION

The Ralph lauren pop-up store App provides customer to view and buy collection presented in the pop store online.

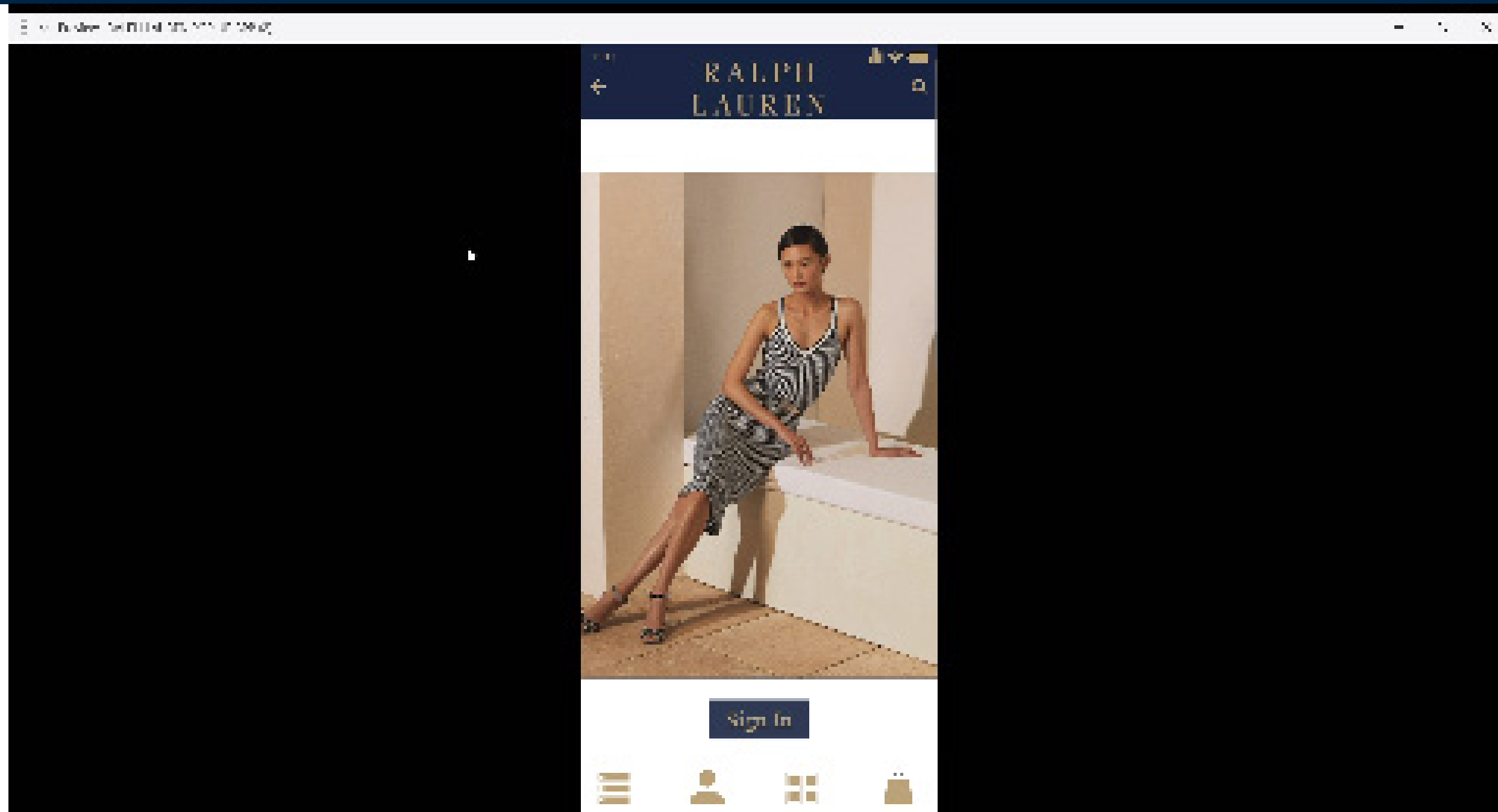
Gives access to QR code scanning, to pay and checkout smoother, faster and contactless.

In the app, consumers can shop all of products, and pick up from the store or curbside.

With changing scenerios due to pandemic, the app helps consumer have hasslefree and contactless shopping experience.



APP DESIGN



<https://xd.adobe.com/view/181862d0-375a-41cf-8006-797e0ad4607f-4d4b/?fullscreen>



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RESOURCES

<https://www.ralphlauren.com/>

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<https://www.instagram.com/ralphlauren/>

<https://www.luxury-branding.com/library/ralph-lauren-visionary-luxury-designer/>

<https://www.ralphlauren.com/brands-ralph-lauren-collection-spring-feat?webcat=women%7cfeatured%7cCollection%20Spring%202021&originalCatID=brands-ralph-lauren-collection-spring-rd&altrurlID=brands-ralph-lauren-collection-spring-rd>

<https://www.ralphlauren.com/men-clothing-shop-new-arrivals-cg?webcat=men%7Cfeature%7CNew%20Arrivals>

<https://roomstyler.com/users/snehasn>



THANK YOU!

