

RALPH LAUREN CASE STUDY

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ALPH LAUREN

SPECIAL OUTFITTER
WIMBLEDON



INTRODUCING THE WIMBLEDON COLLECTION

POLC

RALPH LAUREN

RALPH LAUREN CORPORATION’S BRANDS ARE: RALPH LAUREN COLLECTION, RALPH LAUREN PURPLE LABEL, POLO RALPH LAUREN, DOUBLE RL, LAUREN RALPH LAUREN, RALPH LAUREN HOME, LAUREN HOME & POLO RALPH LAUREN HOME .

POLO RALPH LAUREN: THE POLO BRAND IS SIGNATURE, TIMELESS, AND TAILORED CLOTHINGS THAT REFLECTS A CLASSIC AMERICAN STYLE FOR MEN AND WOMEN. THE POLO BRAND IS KNOWN FOR THEIR ICONIC “POLO” SHIRTS. THE TARGET CUSTOMER IS MIDDLE AGED MEN AND WOMEN WHO ARE DRAWN TO A CLASSIC AND ICONIC STYLE, BUT ARE LOOKING FOR MODERN AND COOL TWISTS. THIS BRAND IS MADE FOR MORE OF A RELAXED, CASUAL STYLE. THE PRICE RANGE IS \$58-\$4,500.00.

LAUREN RALPH LAUREN: THE LAUREN BRAND IS A WOMEN’S BRAND. LAUREN WOMEN COMBINE TIMELESS STYLE WITH MODERN FEMININITY. THEY HAVE A COLLECTION OF SPORTSWEAR, DENIM, DRESSES, ACCESSORIES AND FOOTWEAR. LAUREN IS FOCUSED ON A MORE REASONABLE PRICE POINT. THEY ALSO OFFER A RENTAL SUBSCRIPTION SERVICE. THE TARGET CUSTOMER FOR LAUREN WOMEN WHO WANT NICE TIMELESS PIECES AT AN AFFORDABLE PRICE. PRICE RANGE \$45-\$595

RALPH LAUREN COLLECTION: THE RALPH LAUREN BRAND IS THE HIGHEST LEVEL OF CHIC AND GLAMOR. EACH ITEM IS A HIGH LUXURY ITEM THAT IS FOCUSED ON ELEGANCE. THE TARGET MARKET IS WOMEN WHO ARE LOOKING FOR HIGH-END LUXURY ITEMS AND ARE ABLE TO INVEST IN CHIC, GLAMOROUS PIECES. \$150-\$4,400.00

RALPH LAUREN PURPLE LABEL: THE RALPH LAUREN PURPLE BRAND IS THE HIGHEST LEVEL OF LUXURY FOR MEN. THE BRAND OFFERS HAND-TAILOR SUITS, CUSTOM MADE-TO-MEASURE SUITS WITH THE FINEST FABRICS. THE TARGET MARKET IS MEN WHO ARE LOOKING TO INVEST IN HIGH END PIECES FOR SPECIAL OCCASIONS AND EVENTS AND VALUE A CUSTOM, HAND-TAILOR SUIT. PRICE RANGE: \$110-\$25,000

DOUBLE RL: THE BRAND DOUBLE RL FOCUSES ON PIECES THAT ARE OLD AMERICAN WEST. DOUBLE RL HAS MEN AND WOMEN LINES OF AMERICANA INSPIRED WORK SHIRTS, FLANNELS, TEES, CHINOS, SWEATERS, JACKETS AND DENIM. THE TARGET MARKET OF DOUBLE RL IS MEN AND WOMEN WHO VALUE AN ALL AMERICAN WESTERN CULTURE. PRICE RANGE \$25-\$4,900.00

RALPH LAUREN HOME : THE BRAND RALPH LAUREN HOME IS FOCUSED ON MODERN LUXURY. EACH PIECE IS VERY UNIQUE AND EMBODIES THE LIFESTYLE OF ALL AMERICANS WITH MODERN LUXURY. THE TARGET MARKET IS MEN AND WOMEN WHO VALUE HIGH END FURNITURE THAT ARE UNIQUE AND TIMELESS. PRICE RANGE \$14.00-\$31,650.00

LAUREN HOME: LAUREN HOME IS A MORE AFFORDABLE, CASUAL HOME DECOR BRAND, ONLY CARRYING BEDDING AND TOWELS. IT IS LESS UNIQUE, HIGH END PIECES. THE TARGET MARKET IS WOMEN WHO WANT A CLASSIC HOME LOOK BUT AT AN AFFORDABLE PRICE.PRICE RANGE: \$160-\$500

POLO RALPH LAUREN HOME: POLO RALPH LAUREN HOME BRAND FOCUSES ON ALL AMERICAN HOME ACCESSORIES, SUCH AS TOWELS, BEDDING, CARDS, CANDLES, UMBRELLAS AND WATER BOTTLES. THE TARGET MARKET IS PEOPLE WHO LOVE THE POLO BRAND AND WANT TO HAVE THE POLO LOGO ON EVERYDAY ITEMS. THE PRICE RANGE IS \$40-\$400.

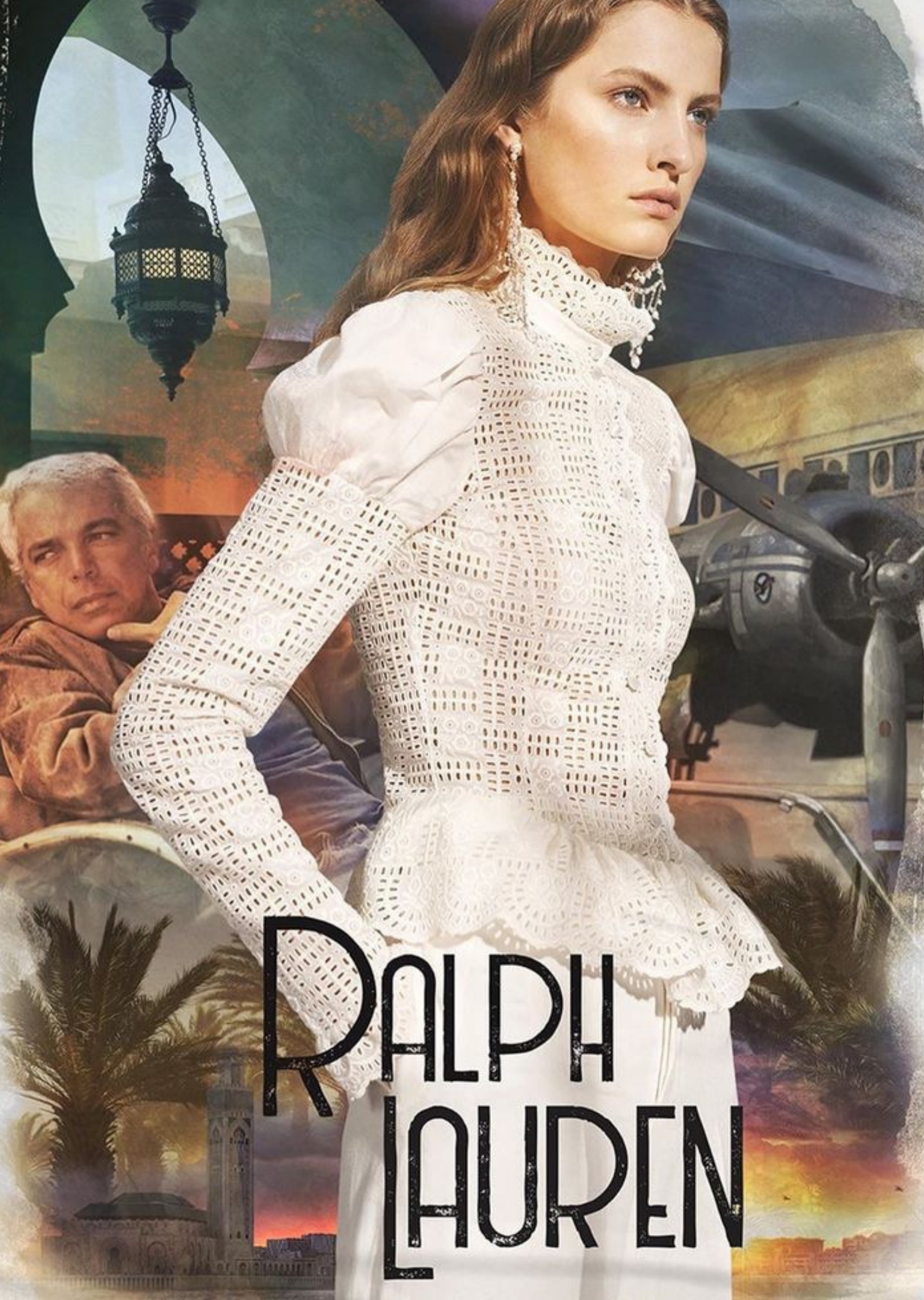
CURRENT GAPS

RALPH LAUREN HAS EVERY LIFESTYLE COVERED WITH THEIR FAMILY OF BRANDS, THAT THEY ALMOST HAVE A SURPLUS OF PRODUCTS. NOW THAT THERE ARE SO MANY DIFFERENT DEPARTMENTS AND BRANDS APART FROM THE ORIGINAL RALPH LAUREN, IT HAS DECREASED THEIR BRAND VALUE AND THE WAY THAT IT IS LOOKED AT. WHAT STARTED AS A CLASSIC, AMERICAN, LUXURY BRAND, HAS NOW TURNED INTO A LOGO THAT ONE CAN FIND AT ANY GIVEN RETAILER, WHETHER IT BE A DEPARTMENT STORE OR A DISCOUNTED RETAILER. I THINK THAT THEY SHOULD FOCUS ON REINSTATING POLO RALPH LAUREN AND RALPH LAUREN COLLECTION AS HIGH END AND SOPHISTICATED BRANDS, RATHER THAN CONTINUING TO MAKE MORE AND MORE BRANCHES OF THE ORIGINAL COMPANY.



THERE ARE MANY ADVANTAGES FOR RALPH LAUREN IN TERMS OF ADDING A DIFFUSION BRAND TO THEIR CORPORATION. BY ADDING A DIFFUSION BRAND, RALPH LAUREN IS ABLE TO APPEAL TO THE TARGET MARKET THAT CANNOT TYPICALLY AFFORD THEIR PRODUCTS BUT WANT TO BUY THEM. THIS WILL ALLOW THEM TO HAVE A WIDER RANGE OF CUSTOMERS AND CREATE NEW OPPORTUNITIES FOR RALPH LAUREN AS A MORE COHESIVE BRAND. IT ALSO CREATES MORE OPPORTUNITIES FOR JOBS AND WORK DUE TO THE NEED TO CREATE AND ADVERTISE THESE PIECES.

WHILE THERE ARE BENEFITS TO ADDING A DIFFUSION BRAND, THERE ARE ALSO DISADVANTAGES. BY ADDING A DIFFUSION BRAND INTO THE MIX, THEY ARE LOWERING THE VALUE OF THEIR PRODUCTS AND MAKING THEIR BRAND SEEM MORE LIKE AN EVERYDAY BRAND THAN SOMETHING THAT WAS ONCE PERCEIVED AS HIGH END. IT ALSO WILL BE COSTLY TO ADD A WHOLE NEW BRAND AND PROMOTE SOMETHING VASTLY DIFFERENT FROM WHAT THEY TYPICALLY PRODUCE.



WE WOULD RECOMMEND THAT RALPH LAUREN CORPORATION NOT ADD ANOTHER DIFFUSION BRAND. I FEEL AS IF ALL THE DIFFERENT BRANDS RALPH LAUREN HAS AT THE MOMENT ARE ALREADY CONFUSING TO NAVIGATE AND FOLLOW. WE THINK THEY HAVE DONE AN AMAZING JOB AT BRANDING AND TAPPING INTO MANY DIFFERENT TYPES OF TARGET MARKETS, BUT ANY MORE DIFFUSION BRANDS WOULD BE OVERWHELMING TO THE CONSUMER.