



RALPH LAUREN

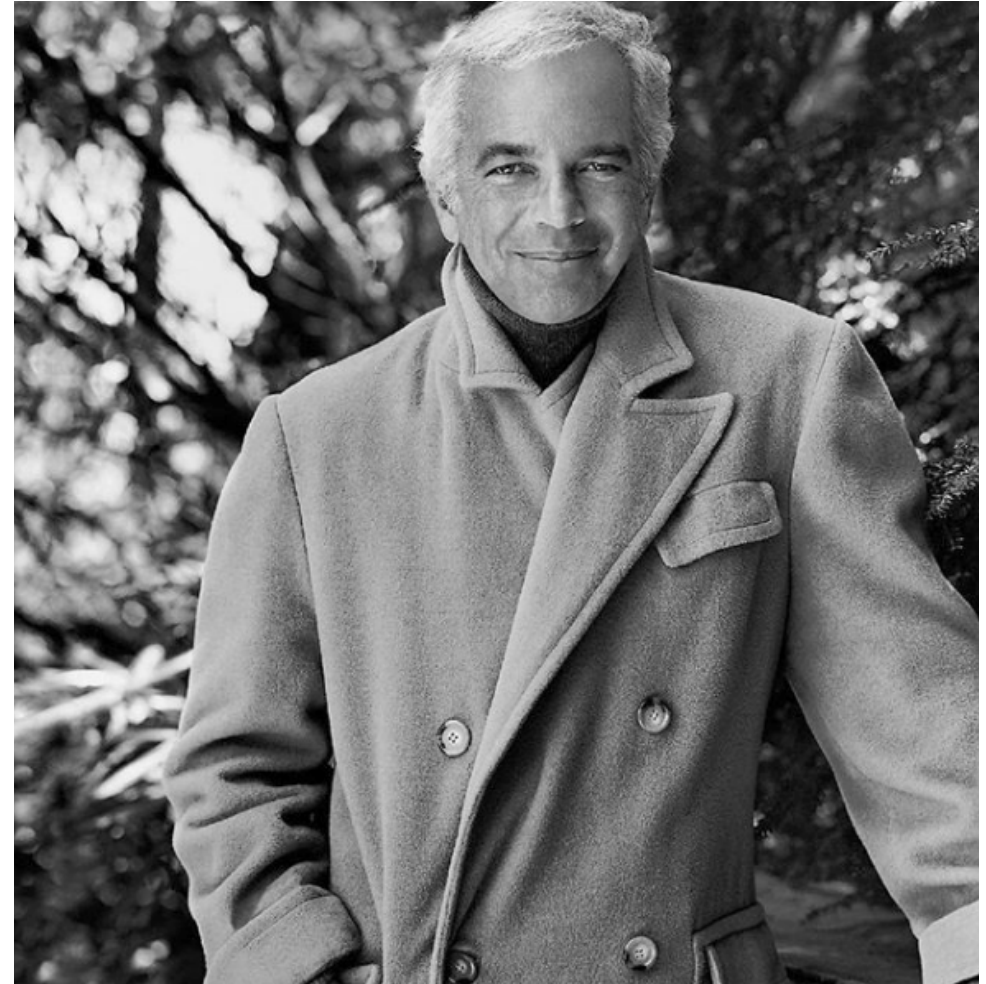
POLO

RALPH LAUREN

RALPH
RALPH LAUREN

COVER AND INDEX

“I have always been inspired by the **dream of America**. A sort of non-fashion statement that’s **very stylish**. Fashion is over quickly. **Style is forever.**” *Ralph Lauren*



HISTORY & TIMELINE



1967

Ralph Lauren starts a **necktie line** under the label Polo. It is the birth of a timeless style



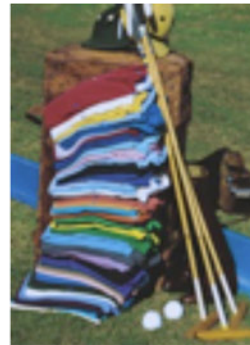
1968

Launch of the **first full line of Polo Menswear**



1971

Launch of **Ralph Lauren Womenswear**



1972

Introduces the now-iconic **polo mesh shirt** with signature Polo Player



1978

Introduces **Ralph Lauren Childrenswear**



1986

Opens his first Paris store as well as his **New York flagship** in the Rhinelander Mansion on Madison Avenue



2000

Launches Polo.com—now known as **RalphLauren.com**



2007

RL enters into a **10-years eyewear agreement** with Luxottica



2008

Becomes **Official Outfitter of the U.S. Olympic and Paralympic teams**



2014

Ralph Lauren introduces a **women range under the Polo brand**, including eyewear



2016

RL and Luxottica signed a **5 years agreement** to develop a dedicated **Wimbledon by Polo Ralph Lauren eyewear capsule**.



2017

RL renews the **10-years eyewear agreement** with Luxottica

VALUES

Ralph Lauren Group – Eyewear Brand Focus

RALPH LAUREN

WOMEN & MEN

30-60 years old

CLASSIC AND REFINED
ELEGANCE & GLAMOUR
SOPHISTICATED STYLE

Ralph Lauren's indelible imprint on *men's and women's* fashion – with his signature themes of Hollywood romance, town-and-country heritage, cosmopolitan city-chic and Art Deco glamour – extends into the world of eyewear.

With sleek **modernity and classic proportions**, each pair is a vivid **expression of the elegant, sophisticated** vision Ralph Lauren has championed since 1967.



POLO RALPH LAUREN

MEN & WOMEN

20-45 years old

MODERN AND PREPPY
LOOKING FOR RECOGNIZABLE YET STYLISH ITEMS
WILLING TO EXPRESS THEIR PERSONALITY

Representing Ralph Lauren's iconic heritage as a designer recognized throughout the world, Polo Ralph Lauren reflects a celebrated vision of classic yet spirited American style *for men & women*.

Timeless and authentic, Polo Ralph Lauren is the enduring symbol of a **modern-day American lifestyle: easy, energetic, young and cool**.



RALPH RALPH LAUREN

WOMEN

15-35 years old

YOUNG AND TRENDY GIRLS
LOOKING FOR LATEST TRENDS AND COLORFUL ITEMS
INTERESTED IN SMART AND AFFORDABLE GOODS

Fresh and romantic, Ralph is the epitome of fashion *for young women*.

Ralph eyewear is an accessible expression of Ralph Lauren's spirit. Featuring the **latest looks and trends** in vibrant colors, as well as more classic looks, Ralph is all about **young, fun, feminine style**.



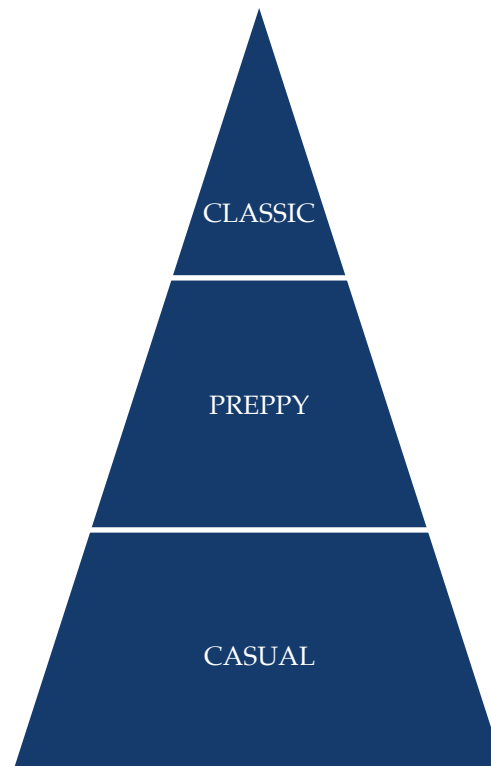
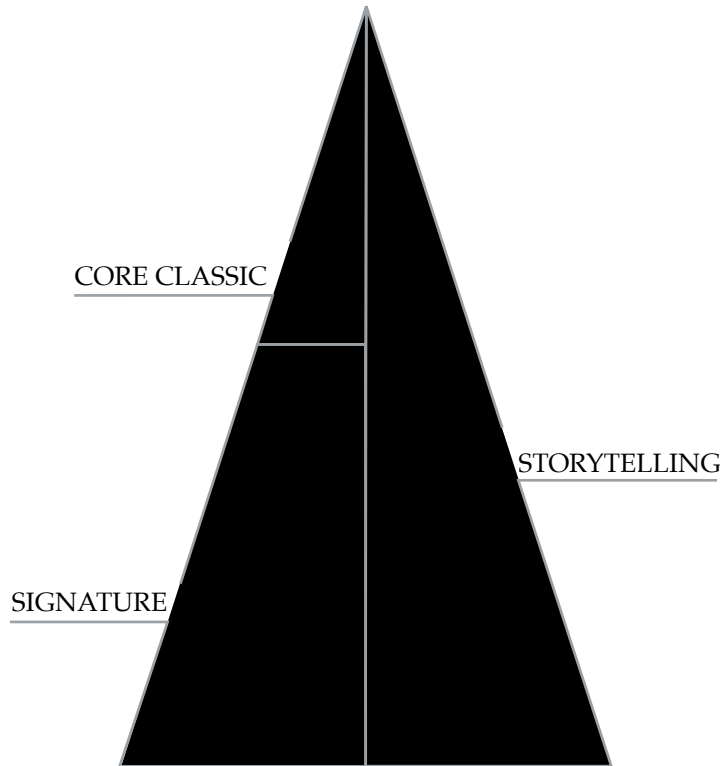
BRAND ARCHITECTURE

Ralph Lauren Group – Eyewear Brand Focus

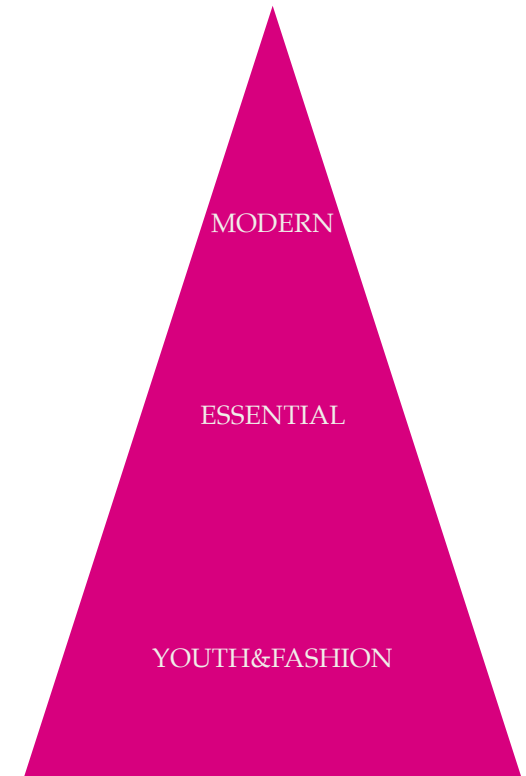
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** Polo Ralph Lauren includes also POLO Kids, the line entirely dedicated to children.*



COLLECTION ARCHITECTURE & EYEWEAR THEMES

Ralph Lauren Eyewear Architecture

RALPH LAUREN



RL8146P

CORE CLASSIC 10%

"Things made by hand are rare in this world. Every stitch, every detail represents a love and a tradition of craftsmanship handed down over generations"

Ralph Lauren

ROLE: Differentiate assortment for selected clients leveraging on the heritage handmade collection.



RL8165

SIGNATURE 50%

A range of styles based on iconic signs that are recognized as a truly Ralph Lauren classic

ROLE: Leverage brand iconic signature to target glamorous women.



RL8172

STORYTELLING 40%

Ralph Lauren embodies a mix of sensibilities and styles defining its brand DNA. From native American to maritime landscapes, urban skyline and automotive inspired setting.

ROLE: Focus on female Storytelling stories linked to the brand DNA and on Automotive collections to support Men development success.

PRODUCT CUES

RICH & PRECIOUS DETAILS

RL HINGE, RL LOGO, RL SIGNATURE HINGE

STIRRUP

DECO DETAILS

AUTOMOTIVE SCREWS

WESTERN DETAILS

REFINED AND ELABORATE MATERIALS

RICH ACETATES (SPOTTY TORTS, HORN, ...)

BRIAR-ROOT EFFECT ACETATE

CARBON FIBER

LEATHER

ALUMINUM



HISTORY

BRAND AND VALUES

ARCHITECTURE AND THEMES



RALPH LAUREN



CORE CLASSIC

Things made by hand are rare in this world. Every stitch, every detail represents a love and a tradition of craftsmanship handed down over generations –RL

PRODUCT DETAILS



Handmade hinge



Handmade hinge
RL8129P (MAN)



Handmade hinge
RL 6127P (MAN)



RL plaque and
Hand made in Italy print



RL 8162P (MAN)



Superlative acetates
& Crystal lenses



RL 8146P (UNISEX)



SIGNATURE

A range of styles based on iconic signs that are recognized as a truly Ralph Lauren classic.

PRODUCT DETAILS



RL Stirrup



RL Plaque



RL 7047Q (WOMAN)



RL 6177 (WOMAN)



RL Hinge



RL 6169 (WOMAN)



RL Cross Logo



RL 8165 (WOMAN)



STORYTELLING

Ralph Lauren embodies a mix of sensibilities and styles defining its brand DNA. From native American to maritime landscapes, urban skyline and automotive inspired setting.

PRODUCT DETAILS



Automotive
Temple detail



Western chiseling



RL 7055 (MAN)



RL 8172 (WOMAN)

COLLECTION ARCHITECTURE & EYEWEAR THEMES

Polo Ralph Lauren Eyewear Architecture

POLO RALPH LAUREN



PH1179

CLASSIC 25%

Polo classic is a throwback to the roots of the brand when Mr. Lauren started designing ties, clothes and frames.

It's a vintage feeling reinterpreted through a more fresh and young attitude

ROLE: Differentiate assortment from casual, leverage in-trend shapes both for men and women



PH4121

PREPPY 25%

"When I was a young man going to college I always loved the Ivy League look, its ease and tradition. When I began designing menswear I started with the timeless elements of this classic style and transformed into something new and modern" –RL

ROLE: Capture brand new modern development and refresh perception leveraging both men and women



PH2182

CASUAL 50%

"Americans are about the casual life. They love comfort and informality. Sportswear is about living, and that's where America has made its mark" –RL

ROLE: Play on Polo casual aesthetic focused on men and leverage entry price

PRODUCT CUES

ICONIC BRAND SIGNS

SIGNATURE PONY
POLO LOGO

MATERIALS AND CONSTRUCTIONS

RUBBER FINISHING
BI-INJECTION
COMBINED MATERIALS CONSTRUCTIONS
PRINTS & PATTERNS



HISTORY

BRAND AND VALUES

ARCHITECTURE AND THEMES



POLO RALPH LAUREN



CLASSIC

Polo classic is a throwback to the roots of the brand when Mr. Lauren started designing ties, clothes and frames. It's a vintage feeling reinterpreted through a more fresh and young attitude

PRODUCT DETAILS



Classic pins



Chiselling



PH 4110 (UNISEX)



PH 1153J (MEN)



Metal temple-Prince Street coll



Dedicated leather case



PH 3114 (UNISEX)



PH 2180 (WOMAN)



PREPPY

"When I began designing menswear I started with the timeless elements of this classic style and transformed into something new and modern" -RL

PRODUCT DETAILS



Tartan pattern & Pony Player



PH 2164 (WOMAN)



PH 2166 (MAN)



Metal and plastic combined construction



Detail



PH 4121 (MAN)



PH 3116 (WOMAN)



CASUAL

"Americans are about the casual life. They love comfort and informality. Sportswear is about living, and that's where America has made its mark" -RL

PRODUCT DETAILS



Pony & Stripes



Temple detail



PH 4133 (MAN)



PH 4101 (WOMAN)



Rubber Pony and details



Color metal frontlet



PH 2172 (MAN)



PH 4139 (WOMAN)



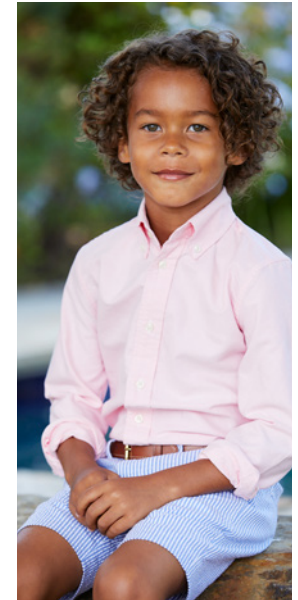
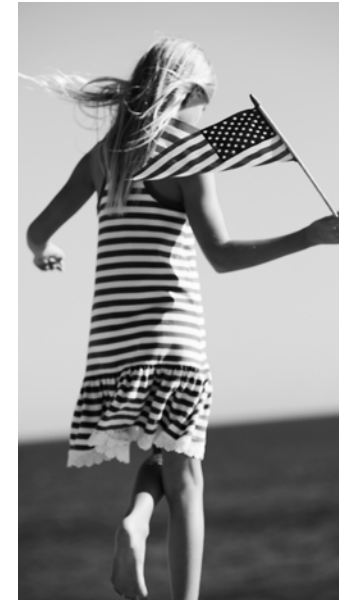
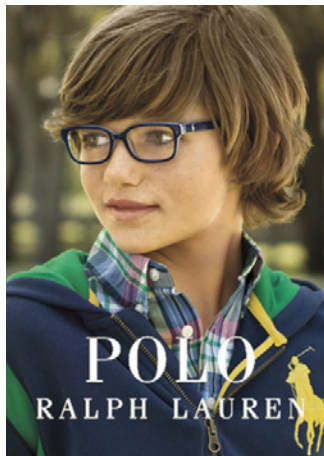
HISTORY

BRAND AND VALUES

ARCHITECTURE AND THEMES



POLO KIDS



In line with iconic and long established Polo Ralph Lauren children ware range, this dedicated optical line introduces brand's core signs as the pony, the colorful stripes and the Polo logo into the kids universe

PRODUCT DETAILS



Polo lettering logo



PP 8531



Colored metal Pony



PP 8036



PP 8524



POLO
RALPH LAUREN

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MODERN

Feminine, cool frame for a fashion-conscious girl

PRODUCT DETAILS



RALPH Metal Rope



Electroform



RA5245



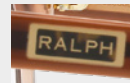
RA5235



ESSENTIAL

Classic look featuring the latest color stories

PRODUCT DETAILS



RALPH Plaque



RALPH Block logo



RA7094



RA7092



YOUTH & FASHION

Young, fresh, and colorful

PRODUCT DETAILS



RALPH Script Logo



RA5240



Bevel



RA5243



Step-cut



RA7091

HISTORY

BRAND AND VALUES

ARCHITECTURE AND THEMES