

INTERNET

Ralph Lauren Home develops voice through separate Pinterest account

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Pin from Ralph Lauren Home

By SARAH JONES

Lifestyle brand Ralph Lauren is putting a focus on its home furnishings line with a new separate Pinterest account.

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Luxury Daily

Ralph Lauren Home used to be represented on the social network with a board on the brand's general profile. Giving this collection its own space on Pinterest will enable Ralph Lauren Home to better organize its content and speak to consumers directly.

"The home décor and fashion audiences are different, so it makes sense for the brand to separate the two accounts and improve targeting," said Yuli Ziv, founder/CEO of [Style Coalition](#), New York. "Home enthusiasts are more likely to follow Ralph Lauren Home than find a home board on the main Ralph Lauren account.

"As Pinterest audience grows, and home decor being one of its largest categories, a brand can justify an investment in building a more targeted audience there," she said.

Ms. Ziv is not affiliated with Ralph Lauren, but agreed to comment as an industry expert.

[Ralph Lauren](#) was unable to comment by press deadline.

Second home

Ralph Lauren's new Home Pinterest account was publicized through its Twitter and Facebook pages. Giving a hint at what was beyond the link, Ralph Lauren included a photo from its Home Pinterest.

The Ralph Lauren Home Pinterest is organized into themes. An "Estate" board shows manors decorated with Ralph Lauren Home products, while "Seaside" shows the brands more beachy décor.

There are also boards focusing on "Countryside," "Penthouse" and "City Modern" aesthetics.

One board on Ralph Lauren Home focuses solely on the brand's paint, showing how the products look in different rooms.

Using separate boards allows the brand to better show trends and communicate the range of lifestyle of its home décor.

As of press time, Ralph Lauren Home had pinned items from the main Ralph Lauren account as well as Home Depot.

Ralph Lauren's main Pinterest has more than 44,000 followers, with 31,000 people following its Ralph Lauren Home board. This provides an audience for this new Pinterest, as long as the brand creates content separate from the boards they are already following and gets the word out.

"Active promotion on other social channel can definitely help, but what would be most efficient is probably engaging with these existing followers from the new account and getting their attention by favoriting, commenting and following back," Ms. Ziv said.

The fashion brand has had a dedicated Ralph Lauren Home Facebook page since 2012, which has attracted about 8,000 followers to the 7.8 million followers on the brand's main page.

Ralph Lauren Home also has its own Web site, which links back to RalphLauren.com for ecommerce.

Social segmentation

Other brands have recently created dedicated accounts for parts of their business to better target a specific audience.

New York retailer Bergdorf Goodman is reaching out to fashion-savvy men through a new Instagram account separate from the main store profile.

Bergdorf Goodman launched its @Goodmans account at the beginning of the spring/summer 2015 menswear runway shows. Joining the existing male-specific Twitter account, this addition will help the department store connect with its male consumers on a more focused level ([see story](#)).

Ralph Lauren's interior collection was an extension of the fashion line created long

before it.

U.S. label Ralph Lauren celebrated the 30th anniversary of its home collection with a microsite dedicated to the philosophy and craftsmanship behind its interiors.

Ralph Lauren's first endeavor into homewares was in 1983 when the brand launched its "Log Cabin," "Thoroughbred," "Jamaica" and "New England" collections. The home collection has grown and evolved to encompass many more facets of interior design that mirror the sensibilities of its core consumers ([see story](#)).

Even though the two are connected, it probably makes sense to keep their online personalities separate.

"Now Ralph Lauren Home can develop its own voice through a collection of boards that resonate with various aspects of the brand, rather than simply fitting everything under one board," Ms. Ziv said.

"It has an opportunity to create multiple stories and target multiple demographics within the home vertical," she said. "The brand will probably see a higher engagement from the home community where it already has a strong presence and fan base."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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