

INTERNET

## Ralph Lauren validates eyewear craftsmanship in social video

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*Ralph Lauren eyewear*

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By JEN KING

U.S. fashion label Ralph Lauren is using a social video to highlight that all of its products, even those produced by a licensee, are held up to the same standard of quality.

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**Luxury Daily**

Since 2007, Ralph Lauren has entrusted the production of its eyewear to Italian manufacturer Luxottica, the global leader of the luxury eyewear sector. Since items labelled “in-house” are often looked upon as better quality than those outsourced, instilling a sense of trust in consumers’ minds may quiet these comparisons.

"The brand's messaging speaks to a refined consumer base that appreciates the genuine quality of a product over its label," said Shamin Abas, president of [Shamin Abas Public Relations](#), New York. "In turn, Ralph Lauren's 'Portraits of Craftsmanship' video works to affirm the quality of the brand's products while immersing its audience in the experience of bringing Ralph Lauren's eyewear to life.

"The video demonstrates that although the production of Ralph Lauren's eyewear is outsourced, the quality of the products and the values upheld by Luxottica are consistent with those of the Ralph Lauren brand," she said. "Showing behind-the-scenes footage of

craftsmanship not only instills trust in consumers that a brand's products are thoughtfully made, but also invites them to experience the brand on an intimate level."

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

Ralph Lauren did not respond by press deadline.

All eyes on us

Ralph Lauren shared the "Portraits of Craftsmanship: Ralph Lauren Heritage Eyewear" video during the 25th annual Salon International de la Haute Horlogerie Jan. 19-23 on the same day that the brand posted about its 1938 Bugatti Type 57SC Atlantic Coupe timepiece.

Like its eyewear, Ralph Lauren does not produce its timepieces in-house. Instead, the label has a license agreement with Compagnie Financière Richemont, whose watchmaking arsenal includes Vacheron Constantin, Baume & Mercier, Jaeger-LeCoultre and Cartier ([see story](#)).

Both posts, whether the consumer is aware that Ralph Lauren does not produce its watches or eyewear ranges itself or not, aim to attest to the quality of its products.

In the social video's introduction post on Facebook text reads that the eyewear collection is inspired by Mr. Lauren's "passion for the bespoke sartorial tradition" and is reflective of his "philosophy of superlative craftsmanship and authentic quality. To further back up this claim, Ralph Lauren notes that each frame is handmade and fitted with fine crystal lenses outside Turin in Lauriano, Italy.



*Still from Ralph Lauren's eyewear craftsmanship video*

The minute-long video begins with a still image of a model wearing a black turtleneck sweater and large lensed black sunglasses. Mr. Lauren narrates the video and begins by

saying that “passion of trying to make the best product in the world is very important to him.”

In between images of craftsman sketching, sawing, filing and fitting the lenses of a pair of eyeglass frames, the video shows images of Mr. Lauren’s son Andrew wearing shades similar to that of the first model.

Mr. Lauren’s narration continues to explain that the hands of those who make the products have been trained for years, and that is what the brand is trying to preserve.

“Care and attention to detail is what you’re getting,” he explains in the video as the film continues to show the construction of a pair of Ralph Lauren sunglasses to completion.

"Allowing consumers to see the creation of a product from start to finish establishes an emotional tie to the brand, and subtly encourages them to place a larger value on the finished product," Ms. Abas said. "Rather than just appreciating Ralph Lauren’s eyewear for its aesthetic appeal, behind-the-scenes-footage ignites a consumer appreciation for the personal attention, detail, time, and skill put into bringing the piece to life as well.

"This is also beneficial for Ralph Lauren’s aspirational audience, as all of these elements work together to demonstrate that the brand’s products are worth the cost," she said.

### *Ralph Lauren Eyewear: Portraits of Craftsmanship*

On the social post, Ralph Lauren did not include a link to an ecommerce page for its eyewear, but in the About section of the YouTube video the consumer is encouraged to explore the brand’s collections.

Ralph Lauren carries an array of sunglasses designs as well as eyeglasses for men and women.

#### Dedication to craft

When extending into a product category that may be unfamiliar to some consumers given the brand’s original affinities, an overview of the product’s creative process or craftsmanship can be validating.

For instance, French apparel brand Christian Dior assured consumers that its dedication to craftsmanship extends beyond its fashions and handbags.

The item in question was Dior's then-new line of athletic footwear, the Dior Fusion sneaker, from the fall/winter 2014-2015 collection. By showing consumers the work involved in its creation, the asking price for the sneaker is more justifiable after watching the artisan's labor from sketch to final product ([see story](#)).

Instilling trust has the potential to create loyalty among consumers.

"Luxury consumers want to know that they can rely on a brand to consistently provide quality products and experiences," Ms. Abas said.

"They gravitate towards brands with a longstanding heritage and tremendous craftsmanship," she said. "That's how brands like Ralph Lauren remain timeless."

Final Take

*Jen King, lead reporter on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/weiLeXVGydo](http://www.youtube.com/embed/weiLeXVGydo)

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