

INTERNET

Ralph Lauren explains craftsmanship through digital flipbook

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The Ricky Bag in black alligator

By KAYSORIN

U.S. fashion label Ralph Lauren is promoting its Ricky bag with a new digital flipbook that explains the inspiration and craftsmanship that go into making each purse.

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The flipbook includes a number of images of the bag and the women who wear it. The text reveals the materials used to make the bag and the different designs that it comes in as well as introducing the woman it is named after, Mr. Lauren's wife, Ricky.

"Promoting a digital flipbook has a lot of advantages," said Marko Muellner, digital vice president and group director at [Edelman](#), Portland. "It's easily reproducible at zero cost and is flexible enough to live in many digital contexts from the website to social to mobile.

"It's also inherently shareable, which in today's modern digital world, is essential for generating additional brand impressions and peer-to-peer influence," he said. "Lastly, digital content like this can be part of a much richer experience. A printed book is beautiful but it's a standalone piece.

"A digital book can be a portal in video, product discovery, social connections and

access to exclusive people and places."

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

Ralph Lauren was unable to respond by press deadline.

Bag lady

The cover of the flipbook shows the words Ralph Lauren The Ricky Bag on a background of black alligator. Readers click on the top right corner of the book to turn the page.

The first page tells the story of the inspiration behind the bag. "My wife Ricky is my muse," Mr. Lauren writes, going on to explain that to him the bag represents classic elegance and timeless glamour, two qualities he associates with his wife.



Ricky Lauren riding a horse in an image from the flipbook

Mr. Lauren also writes that the bag is created using the finest materials and artisans in the world and that an incredible amount of detail and precision goes into crafting each individual bag. This paragraph is placed opposite an image of Mr. Lauren in a tailored, pinstriped suit, smiling at the camera.

The flipbook goes on to show three photographs of Mrs. Lauren. In the first she is riding a horse in equestrian attire, while in the second and third she is dressed in evening gowns. These are shown next to images of the Ricky bag in black and brown as well as images of Ralph Lauren interiors.

"I love that the piece isn't just beautiful fashion photography," Mr. Muellner said. "I enjoyed that there are a few real stories woven in.

"That the bags are inspired by Ralph's wife, whom he adores, and her remarkable and charmed life," he said. "That there's room for a presentation on the materials and the craftsmanship that go into each bag.

"I think they could go deeper on both of these stories, they are both interesting."

On page nine, there is a paragraph explaining the craftsmanship that goes into creating the bags. The pieces of the bag are all measured, cut and attached by hand, and the entire process can take up to 12 hours.



The book contains information on the craftsmanship that goes into each bag

Ralph Lauren's flipbook includes many images of the bag in different colors, including red, black, brown, purple and green. It also shows a variety of different materials, such as alligator or calfskin, and different prints, such as ocelot.

The calfskin version is described as "a more relaxed interpretation" and is shown in black both on the arm of a model and placed in front of an ornate mirror. The ocelot printed bag is juxtaposed opposite an image of a model dressed in black and leopard print, carrying a black version of the classic Ricky bag.



The Ricky bag comes in a variety of different colors and materials

Ralph Lauren shared the flipbook on its Facebook page. A digital magazine can be easily viewed online, and presenting it on social media is one way for the brand to attract more attention and gain followers.

Flip-flopping

Digital flipbooks are a popular way for brands to communicate more information that is easily sharable online.

In 2013, beauty marketer Estée Lauder relaunched its Advanced Night Repair serum campaign through a digital magazine on social magazine application Flipboard that includes editorial content from Hearst's beauty editors.

Estée Lauder teamed with Flipboard to create content to support the relaunch of its Advanced Night Repair serum. The featured content found on Flipboard is likely to appeal to new consumers through the app's innovative sharing and consolidating capabilities ([see story](#)).

Ralph Lauren has also used other digital strategies to connect with consumers and highlight its fine craftsmanship. The brand recently used 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.

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 ([see story](#)).

The Ricky bag flipbook will give the brand a chance to promote the bag in a simple and sophisticated fashion. The fact that it can easily be shared online makes it even more likely that it will reach a large audience.

"As a standalone piece linked to from the website, email and social, it's an interesting and fun product story," Mr. Muellner said.

"As a jumping off point into richer video storytelling about Ricky or the craftsmanship, or a more interactive product exploration with 360° views and the ability to easily buy, this piece could have been a great companion to a richly unexpected experience," he said.

"Additionally, this flipbook format is perfect for social and mobile. Uncluttered, easy to navigate, engaging but doesn't ask a lot of the reader, these are all really smart details."

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/TgboZg-mb4>

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