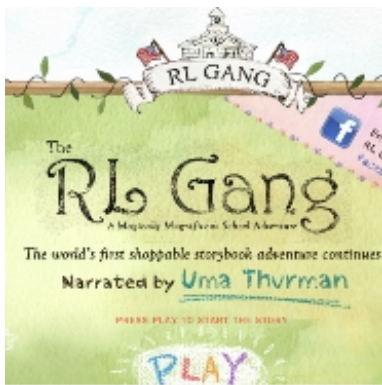


MULTICHANNEL

Ralph Lauren showcases children's collection with multichannel push

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By RACHEL LAMB

Ralph Lauren is featuring its spring 2011 children's collection with a storybook that showcases the brand's digital, print and cause-related sides.

The story, RL Gang, is available in a click-to-buy digital version online and via Nook apps narrated by Uma Thurman and a print version available at Barnes & Noble. Ralph Lauren is also using this initiative as a reason to donate to Room to Grow, Ms. Thurman's charity.

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"The storybook shows creativity, generosity from the charity distribution and is entertaining way to show merchandise," said Ron Kurtz, president at Atlanta-based [American Affluence Research Center](#).

Mr. Kurtz is not associated with Ralph Lauren and has agreed to comment as a third-party expert.

[Room to Grow](#) is an program that provides parents raising babies in poverty with one-on-one parenting support and essential baby items throughout their children's first three years of development.

Meet the gang

The story, "The RL Gang: A Magically Magnificent School Adventure," focuses around six

kindergarten-aged children who use their imaginations to make a new classmate feel comfortable in her new school.

The digital version can be found at <http://www.ralphlauren.com/rlgang>, <http://www.bloomingdales.com/rlgang> on March 3 and <http://www.thebay.com/rlgang> on March 31.

Throughout the video, consumers can click on the children and look inside their closets to see what they are wearing. There are 17 different looks from the spring 2011 collection. Each child has a different personality shown through the clothing, and each “closet” that is browsed through has links to similar products that can be immediately bought.

The story can also be found on Nook applications for the iPad and has an edition on the Barnes & Noble Nook Kids’ Book.

Users can use the device's Internet capabilities to purchase the products after they have looked at them.

A print version is available for \$16.95 and can be purchased at select Barnes & Noble stores and at www.bn.com/rlgang. It will be printed in 12 languages and can be customized per child.

The brand is tapping social media as another outlet to promote an international search for the next member of the RL Gang.

Consumers in the United States and Britain can upload pictures of their children to the Ralph Lauren Facebook page for others to vote for the next member of the gang.

The winner will be flown to New York for an upcoming installment of the RL Gang.

“[The multichannel approach] is another way to reach and communicate to a segment of their clients and prospects who are open to all forms of communications,” Mr. Kurtz said.

For the children

Ralph Lauren has chosen to donate all of the proceeds through May 31 from the Nook Kids Book to Room to Grow. It is also planning to donate 15 percent of the proceeds of the Children’s Collection’s first month of sales to the charity.

“The charity donation creates a favorable halo for the brand [while] also helps some buyers to feel good about their purchases,” Mr. Kurtz said.

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