

ADVERTISING

Ralph Lauren captures first love in a bottle

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Image from Ralph Lauren's Tender Romance campaign

By STAFF REPORTS

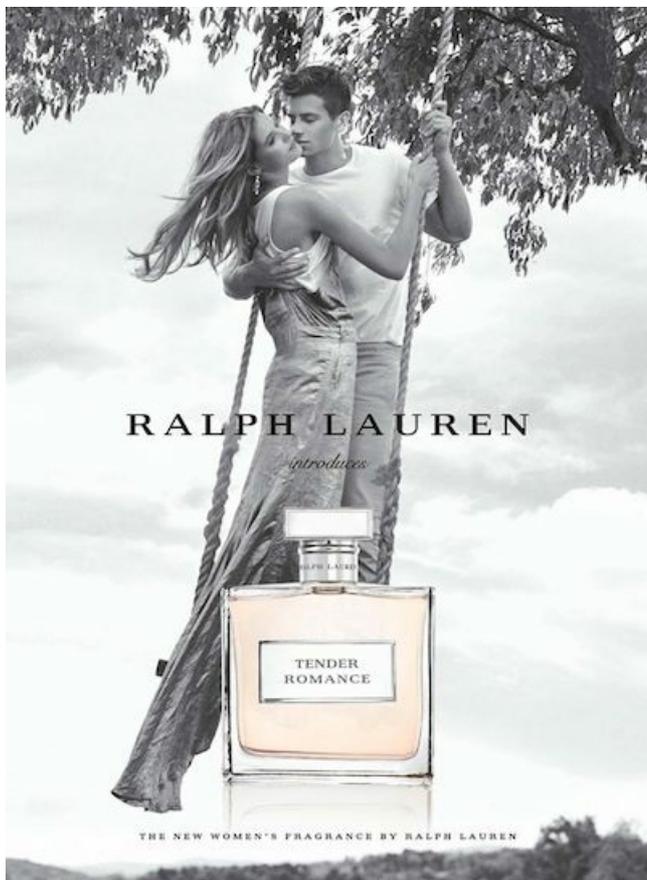
U.S. apparel and accessories label Ralph Lauren is portraying young love with the launch campaign for its latest scent.

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Tender Romance is a lighter, more playful personality in the brand's Romance fragrance collection, with a campaign featuring two fresh-faced models traipsing around a tree. According to [WWD](#), the ads are running as videos on social networks before television in an attempt to court a millennial audience.

Love story prequel

Ralph Lauren's Tender Romance is meant to tell the story of what came first, before there was Midnight Romance or the original Romance scent. The scent includes notes of white magnolia and cashmere.



Tender Romance campaign

After teasers, which hinted at a new chapter in the Romance saga, the brand released the full 30-second campaign for the women's perfume, shot by Bruce Weber.

The black-and-white film is underscored with a cover of Elvis Presley's "Love Me Tender." At the open, a blond model is shown swinging from a tree, an expansive field behind her. The next time she is shown, she is hand in hand with her love, as they run through the grass with wide smiles.

The pair whispers in each other's ears and takes a tandem standing swing, creating a snapshot of their playful days spent together in the country setting.

Ralph Lauren Fragrances: Tender Romance

Ralph Lauren previously expanded its fragrance collection with the addition of Midnight Romance that embodies feminine mystery.

The brand introduced its fragrance with a narrative social video starring model Anna Selezneva who is touted as a star on the brand's runway in the campaign's description. By including a model who has showed Ralph Lauren's clothing, the fragrance campaign comes full circle to show cohesion ([see story](#)).

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