

APPAREL AND ACCESSORIES

See-now, buy-now ultimate expression of luxury, says Ralph Lauren ahead of NYFW show

September 14, 2016



Promotional image for Ralph Lauren's September 2016 presentation

By STAFF REPORTS

U.S. fashion label Ralph Lauren will take over an entire city block to debut its runway-to-retail concept as see-now, buy-now takes hold of New York Fashion Week.

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On the evening of Sept. 14, Ralph Lauren will debut its latest Ralph Lauren Collection along Madison Avenue, which will be closed to traffic for the occasion. The stretch of retail high street that will host the women's ready-to-wear collection is home to the Ralph Lauren Collection flagship boutique found at 888 Madison Avenue between 71st and 72nd Streets.

A New York moment

The use of its 888 Madison Avenue flagship as a backdrop for the September collection presentation will create a "chic and elegant environment" while tapping into Mr. Lauren's love for New York and the women who live in the city.

Ralph Lauren's presentation marks the first time the fashion label will offer its apparel and accessories immediately after the runway show has taken place. Ralph Lauren is considered a world-class retailer and has emphasized the shopping experience in a variety of ways throughout its five decades of business.

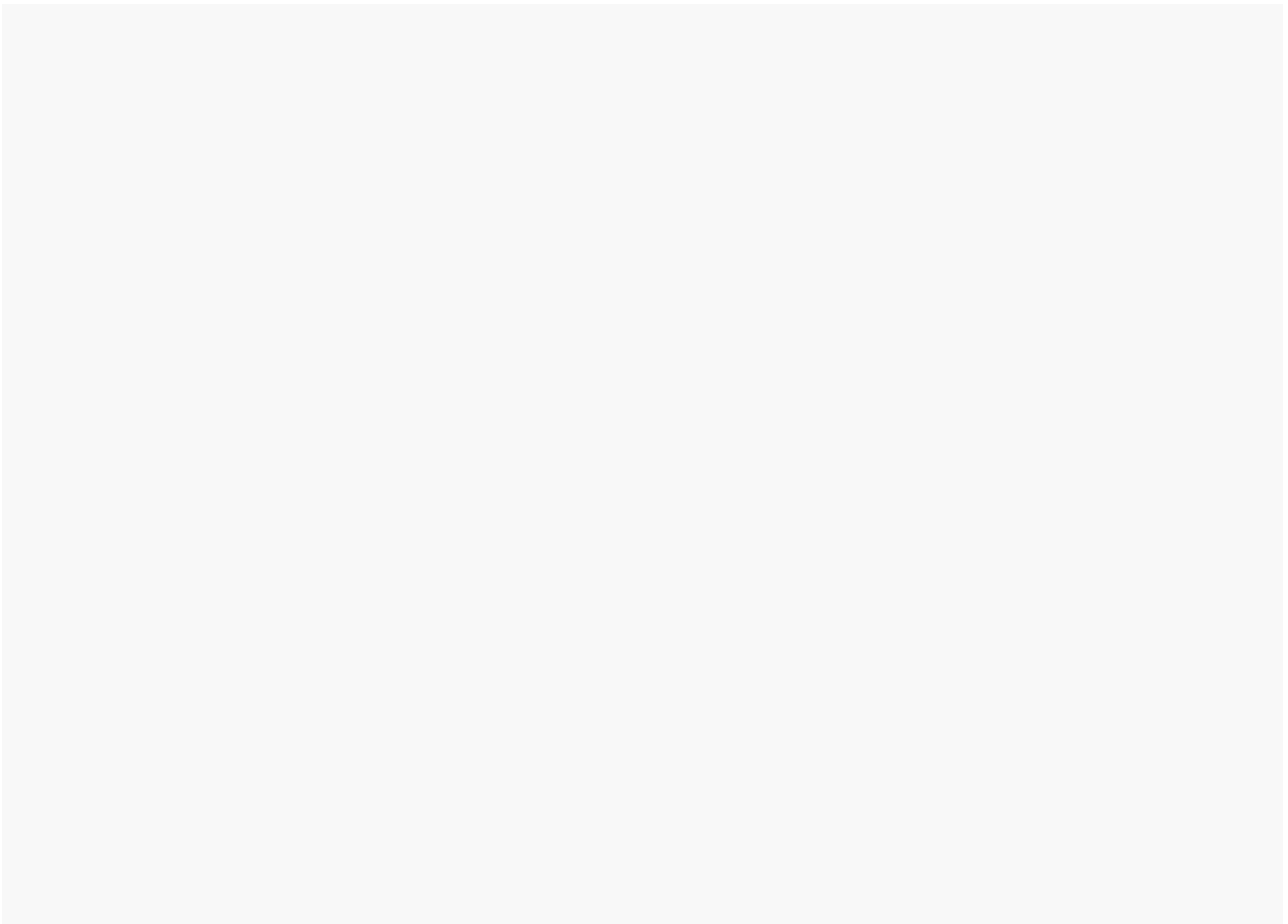


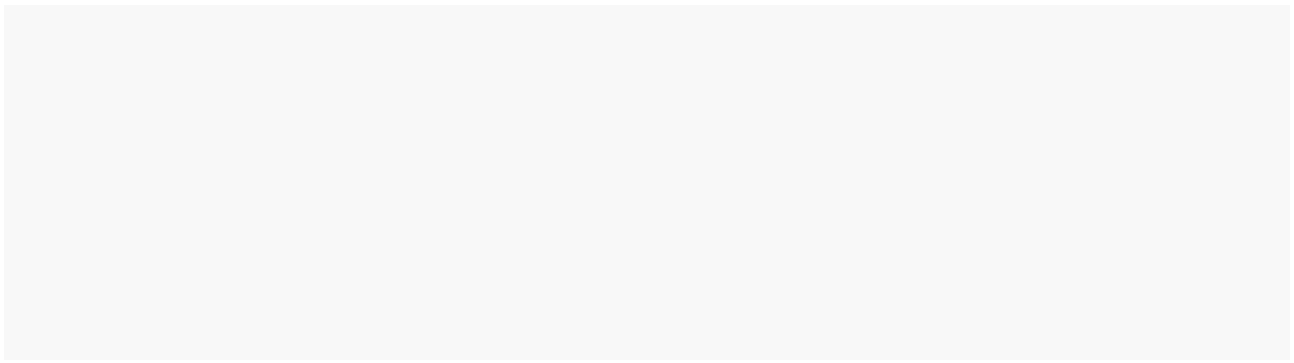
Invitation for Ralph Lauren's runway show, as seen on Instagram

While the 45-piece presentation takes place, Ralph Lauren will live-stream the "sidewalk spectacular" on global social media platforms including Facebook, Youku, Line and Kakao. Doing so will bring the apparel and accessories of Ralph Lauren Collection's September Collection directly to the brand's global audience without the traditional wait time.

Likewise, after the show's conclusion, pieces from the collection will be available for immediate purchase from Ralph Lauren's Web site. The collection will also be stocked directly following the presentation at New York Fashion Week at the brand's flagships in Beverly Hills, CA; Chicago; Boston; Dallas; Bal Harbour, FL; Costa Mesa, CA; Hong Kong; Tokyo; London and Moscow as well as two of its stores in Paris.

Department store partners include Bergdorf Goodman, Saks Fifth Avenue, Mytheresa.com and Mercury.





The view from the Mansion at 888 Madison Avenue, venue for Wednesday evening's Ralph Lauren Collection Runway Show #NYFW

A video posted by Ralph Lauren (@ralphlauren) on Sep 12, 2016 at 3:03pm PDT

"Today, for the first time ever, I am proud to share with you my new women's collection right off the runway and into your lives," Mr. Lauren said in a statement. "For me, this is the ultimate expression of luxury – offering you every look, every accessory, every handmade detail immediately in my flagship stores around the world and online.

"From the very beginning I've always designed with you in mind," he said. "You are changing the way you live and the way you want to shop, and we are changing with you and for you."

The see-now, buy-now runway trend has undoubtedly gained in popularity. For Ralph Lauren, the strategic evolution of its fashion show is central to its forward-looking plans for its brand as, like many others, it faces market challenges.

In June, Ralph Lauren unveiled the "Way Forward" plan to refocus on its brand core and get closer to its consumer base.

Above all, Ralph Lauren's plan will see the brand refocus on what has made it an iconic apparel and accessories house. To achieve this, Ralph Lauren will evolve its offerings, marketing and shopping experiences to increase consumers' desire for its goods ([see story](#)).

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