

APPAREL AND ACCESSORIES

Ralph Lauren highlights trend transcendent fashions in portraiture

October 18, 2016



Ralph Lauren's Iconic Style campaign

By STAFF REPORTS

U.S. fashion label Ralph Lauren has tapped 10 iconic faces to model apparel with a similarly enduring appeal.

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RL Iconic Style features 10 pieces that have stood the test of time, such as the tweed jacket and the cashmere turtleneck, as worn by personalities including Lady Jean Campbell and Fei Fei Sun. Focusing on the timelessness of these garments may inspire consumers to invest.

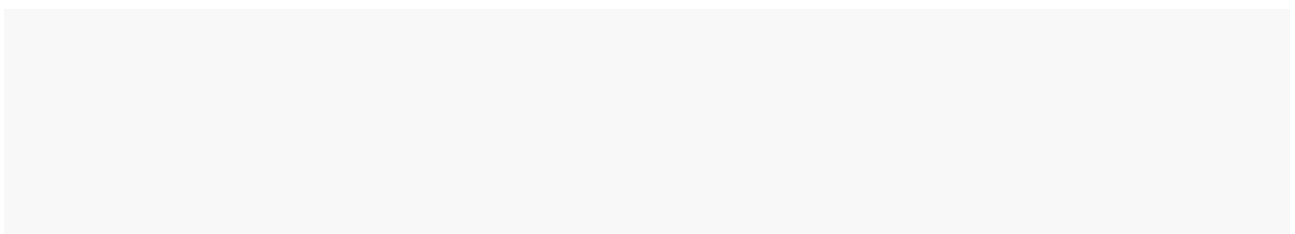
Contemporary classics

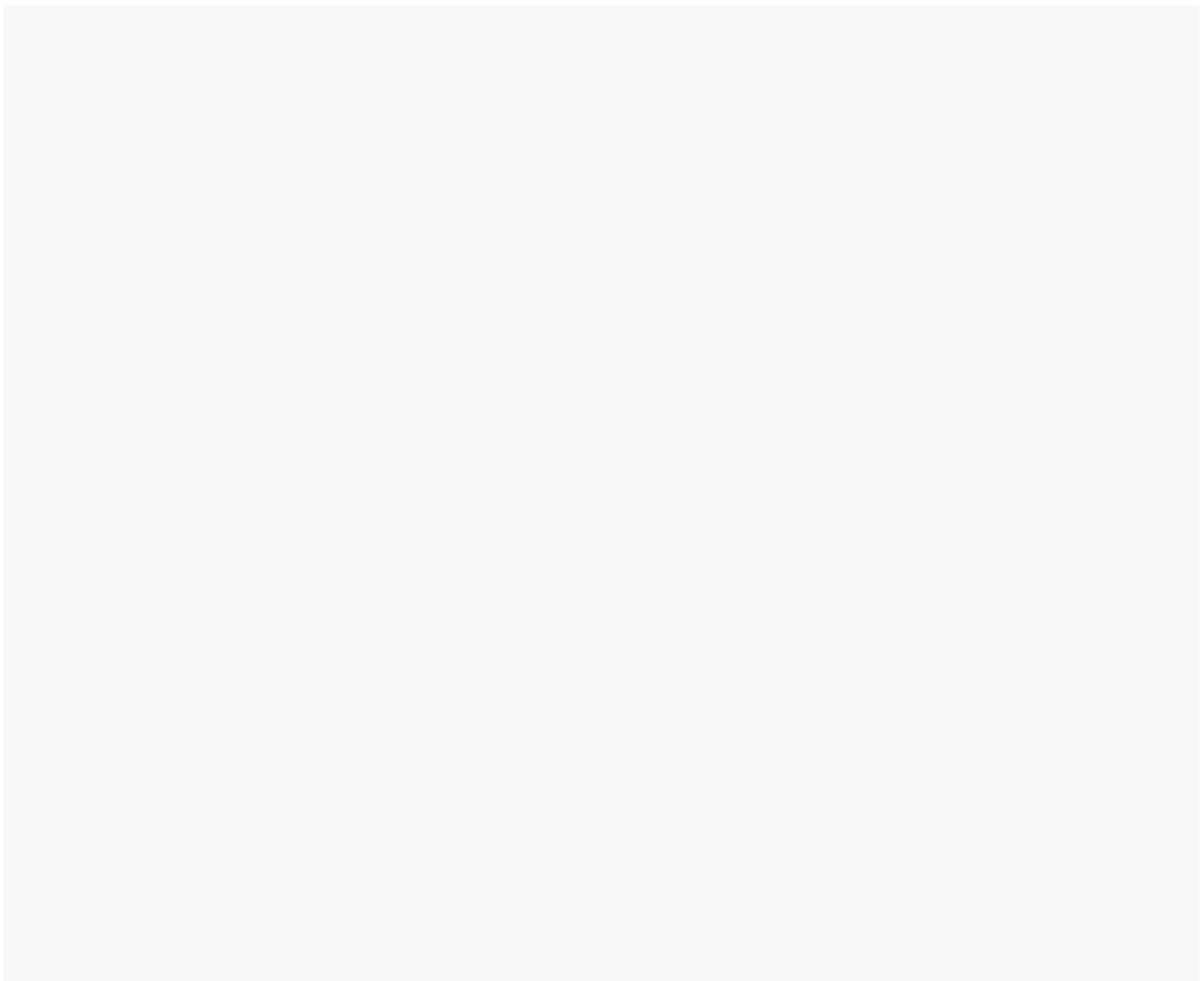
RL Icons includes a safari jacket, a British warmer, the RL blazer, the officer's jacket, an army field jacket, the sailor pant and the peacoat.

Photographer Steven Meisel captured these pieces in black-and-white portraits taken in New York, allowing these pictures to exist in an indeterminate timeframe.

The campaigns faces chosen for their confidence and ease include Stella Tennant and her daughter Iris, Jacquetta Wheeler, Cameron Russell, Margaret Qualley, Vittoria Ceretti, Alicia Burke, Isabella Cawdor, Frederikke Sofie and Lulu.

In a campaign film, Ralph Lauren himself and the women discuss their thoughts on timelessness in voiceover.





Introducing #RLIconicStyle. 10 iconic pieces worn by 10 iconic women. Photographed by Steven Meisel in New York.

A video posted by Ralph Lauren (@ralphlauren) on Oct 18, 2016 at 10:06am PDT

Luxury brands often point to the enduring nature of their styles to prove their value goes beyond a season.

French fashion house Chanel flaunted the timeless quality of its iconic jacket in a new film that outlines the item's history from 1954 to present day.

The film premiered as the fourth chapter on Inside Chanel, the microsite where the label showcases the people and events that shaped the brand. The video portrays how Chanel has stuck to the original design by Gabrielle "Coco" Chanel with variations of the jacket spanning collections since 1954 ([see story](#)).

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