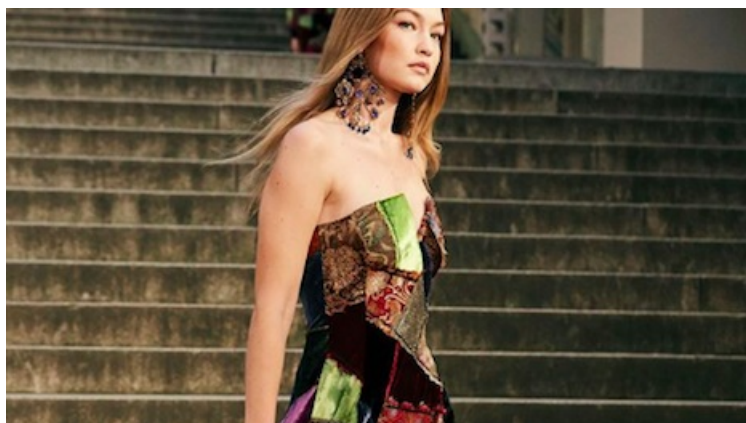


APPAREL AND ACCESSORIES

## Ralph Lauren invests in digital, marketing to fuel growth

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*Ralph Lauren's spring/summer 2019 runway show. Image credit: Ralph Lauren*

By STAFF REPORTS

U.S. lifestyle company Ralph Lauren increased its spend on marketing in the second quarter by 30 percent as it made a push for its 50th anniversary celebrations.

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The brand says that its efforts help drive record engagement on digital and social media, as well as earning it almost a third of all impressions during New York Fashion Week. Marketing is a key pillar of the company's strategic plan, which led to a 2 percent revenue growth for the quarter, which ended on Sept. 29.

"Our 50th anniversary celebration was an incredible moment for our company and our teams," said Ralph Lauren, executive chairman and chief creative officer of Ralph Lauren, in a statement. "It captured how our brand and the world of Ralph Lauren resonates across generations, cultures and beyond fashion.

"This is the story, not just of our past, but the one that inspires and builds our future," he said.

### Growth plan

Ralph Lauren's revenues totaled \$1.7 billion, a growth of 1.6 percent as reported, and 2.1 percent at constant exchange rates.

While North America was fairly flat with a 1 percent increase and Europe declined slightly by 1 percent, Asia drove much of the company's growth this past quarter with a 13 percent jump in revenue.

Digital is also a key growth driver for Ralph Lauren, with global digital revenue up 10 percent in the third quarter. During this period, the company launched a Polo mobile application and rolled out a direct-operated ecommerce site in China.

Along with digital, Ralph Lauren is focused on expanding its presence through its own stores and pure play partnerships. For instance, the label teamed with Mr Porter on a 50th anniversary exclusive.

[View this post on Instagram](#)

"I don't design clothes," Mr @ralphlauren once said. "I design dreams," One dream in particular is a romanticised vision of America rooted in collegiate traditions, team sport and an instantly recognisable thrown together style. We see this best in the label that started it all Polo. - Join us in celebrating 50 years of Ralph Lauren with our exclusive 83 piece capsule collection, which includes brand new pieces from Ralph's Polo, Purple and RRL labels. Available now on MR PORTER via the link in bio. #MRPORTERxRalphLauren

A post shared by MR PORTER (@mrporterlive) on Oct 15, 2018 at 9:38am PDT

Ralph Lauren is also working to improve the quality of sales through elevating its offerings and focusing on underdeveloped categories.

As millennials become a greater part of the luxury market, Ralph Lauren is working with celebrities and influencers to help reach younger buyers.

According to data from Launchmetrics, Ralph Lauren was the top brand account during fashion week.

On Friday, Sept. 7, Ralph Lauren held a fashion show and dinner at Bethesda Terrace in Central Park for its 50th anniversary. The event benefited the Central Park Conservancy, a nonprofit dedicated to preserving the public space ([see story](#)).

In addition to its own posts, Ralph Lauren's sponsored post by Chiara Ferragni was one of the top two paid posts from the week, generating \$290 million in MIV and 571,000 engagements ([see story](#)).

For the rest of the 2019 fiscal year, Ralph Lauren expects its net revenue to be flat or slightly up on a constant

currency basis.

"As we execute our Next Great Chapter strategic plan, we are encouraged by the early progress we have made in the first half of this year on both the top and bottom-line," said Patrice Louvet, president and CEO of Ralph Lauren, in a statement. "We remain focused on strengthening our connection with consumers around the world, and executing on our strategic priorities as we manage through the evolving trade and inflationary environment with agility.

"Looking out to the remainder of the year, we are on track to deliver our full-year goals," he said.

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