

APPAREL AND ACCESSORIES

Ralph Lauren takes up space in Fred Segal for winter celebrations

November 19, 2018



Ralph Lauren's pop-up at Fred Segal. Image credit: Ralph Lauren

By STAFF REPORTS

U.S. fashion label Ralph Lauren is bringing winter wonderland fun to Sunset Boulevard in a new pop-up.

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The label is continuing to celebrate its 50th anniversary with a new pop-up in Fred Segal's Sunset Boulevard store. The pop-up launched today, Nov. 19, leading up to the holiday shopping frenzy of Black Friday, as a way to celebrate without participating in any sales.

Popping up for winter

Fred Segal states that it will not be sharing any special door busters or deals for Black Friday, but will be integrating the season into its stores with the Ralph Lauren pop-up.

The pop-up features fireplaces and trees in a model of a ski lodge to showcase Ralph Lauren's Downhill Skier alongside its holiday collection.

"Fred Segal's not a traditional retailer," said John Frierson, president of Fred Segal. "We don't just buy and sell goods.

"So we've always had this idea that we were creating a destination and experience for people across the store and that's why we've always had hair salons and wine stores and things that were nontraditional in the store," he said. "It's not a new game for us, but we think of it as creating programming people want to come see and touch. And if they're doing that, they're likely to shop.

"[Black Friday sales are] not really what we're about," he said. "We're going to have a really fun time and a fun event in the store because it's a holiday, but we're not going to have merchandise on sale."

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A houndstooth pattern and a touch of gold bring classic glamour to your holiday table with The Wessex Dinnerware Collection. . Shop No. 5/50, and even more holiday table dcor ideas from @RalphLaurenHome, in the #RL50Gifts shop at RalphLauren.com/50Gifts. . See all 50 gifts now via bio link. . #RL50

A post shared by Ralph Lauren (@ralphlauren) on Nov 18, 2018 at 6:36pm PST

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

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 ([see story](#)).

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