

ADVERTISING

Ralph Lauren goes back to basics with new Denim & Supply brand

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By RACHEL LAMB

Polo Ralph Lauren Corp. is going back to the relaxed, all-American feel of its original lines with its new brand, Denim & Supply Ralph Lauren, first out yesterday.

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Denim & Supply was born out of Brooklyn, New York and channels the style of artists, painters, musicians and poets that typically inhabit that section of the city. The brand will also be launching a digital lifestyle site called The Warehouse that complements the new collection.

"They're off to a great start by focusing on authenticity and honesty," said John Barker, chief idea officer of [Barker/DZP Advertising and Interactive](#), New York.

"There's nothing pretentious about the line or the marketing, and that is purposeful," he said. "Authenticity is critical to appealing to younger millennials."

Mr. Barker is not affiliated with Ralph Lauren, but agreed to comment as an industry expert.

[Ralph Lauren](#) was not able to provide comment by press deadline.

Jeanious

Denim & Supply is based on three stories: Into the Wild, The Lodge and The Warf.

The collection starts at \$39.50 and runs up to \$298. It channels a vintage, comfortable and down-to-earth feeling that encompasses the downtown New York vibe.



Denim & Supply

The line has both men's and women's apparel and accessories consisting of denim, shirts, knits, sweaters, dresses, skirts, pants, shorts, denim, hats, scarves, handbags and belts.

The colors comprise mainly muted neutrals such as beige, army green, brown, white and navy. In addition, there is a considerable amount of plaid and chunky, loose sweaters.

Denim & Supply will be retailed via its own microsite at <http://www.denimandsupply.com>, on Ralph Lauren's ecommerce site and at Macy's department store.

Ralph Lauren posted a video to accompany the announcement of the new line on its Facebook feed.

Denim & Supply video

The video depicts four individuals as they talk about their individual styles and what they enjoy most about New York.

"As for the video, marketing and presentation of the line, that is spot-on for this day and age," said Pam Danziger, president of Stephens, PA-based Unity Marketing. "The Ralph Lauren company has mastered lifestyle marketing and do it really well.

"They clearly have gotten inside the minds of their target customer and present a believable lifestyle message," she said.

Riveting move

To complement the Denim & Supply clothing line, Ralph Lauren will also be launching The Warehouse at a later time.

The Warehouse will focus on artists, musicians and writers who live in Brooklyn by including a digital magazine, journal entries and random profiles and screen tests from the artists.

However, one cannot help but notice that Denim & Supply is less chic than other branded lines, such as the Ralph Lauren Collection, the Black Label and the Blue Label.



Denim & Supply

However, Ralph Lauren has launched other lines such as Rugby, Polo and RLX that are marketed towards less-affluent individuals and lend a more casual and less-expensive feel.

Since Ralph Lauren's first collections were derived from denim and comfort, this new line likely will not hurt the brand's image since it is definitely channeling the brand's personality.

"Denim & Supply adds tremendous value in that it gives the Ralph Lauren brand an entry point for younger millennials who are uninterested in luxury and refinement," DZP's Mr. Barker said.

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York

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