

APPAREL AND ACCESSORIES

Ralph Lauren celebrates Pride Month with “We Stand Together” campaign

June 26, 2020



Erika and Heather Kemesky participate in Pride Month with the We Stand Together campaign. Image credit: Ralph Lauren

By DIANNA DILWORTH

Ralph Lauren has dropped a new social media campaign to celebrate Pride month that aims to celebrate togetherness at a time of divisiveness in the country.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The "We Stand Together" campaign gives a voice to the many LGBTQIA+ members of Ralph Lauren's ecosystem including models, artists, photographers and talent agencies. These individuals are photographed wearing Ralph Lauren rainbow and "Together" apparel. They share their thoughts on the meaning of togetherness in the copy of each post.

"To be an ally, you have to stand up for other people even when it is uncomfortable. Be unapologetic and to call out things if you see them," said photographer Micaiah Carter, in the campaign. "Having allies in is the real key to everything."



Photographer Micaiah Carter participates in Ralph Lauren's Pride month campaign. Image credit: Ralph Lauren

Celebrating diversity

Historically, Ralph Lauren has used Pride month to raise awareness and amplify the LGBTQIA+ community, and this year it goes a step further to celebrate the diverse faces in the community.

"In this time of great change, we recognize the importance of amplifying the voices, talents, stories and experiences of those in both the Black community and the LGBTQIA+ community," read one post. "For this year's #RLPride campaign, we are proud to stand with the community as they share their beliefs on equality, racism, identity, freedom and liberty."

Last June, Ralph Lauren celebrated the 50th anniversary of the Stonewall Riots with a gender-neutral capsule collection benefiting the Stonewall Foundation.

This year, the New York brand created a gender-neutral Pride capsule collection for consumers of all ages with 100 percent of proceeds of the Pride Polo shirt being donated to the Stonewall Community Foundation. Additionally, 25 percent of the purchase price for the rest of the capsule will also be donated.

"Traditionally, Ralph Lauren's would only celebrate the LGBTQIA community for the entire month of June," said Suzanne Darmory, founder/president of [The AGENCY](#), New York. "But this year their strategy has extended to focusing on both LGBTQIA and the black communities since they have been victims of extreme racism and inequality of late."

"Their primary audience is continued loyalty with their current Ralph Lauren audience," Ms. Darmory said. "Their secondary target is to build brand affinity with the LGBTQIA and black communities."



Ali Blackbird participates in Ralph Lauren's Pride Month campaign. Image credit: Ralph Lauren

Social justice

For this year's campaign, the brand is using its Instagram account, which counts more than 11.9 million followers, to put the social back in social justice.

"Community means to be kind to your neighbor. It means unity. Togetherness," said model and actress Erika Linder in one post.

Ms. Linder also shares a photo with her partner, Heather Kemesky, celebrating Pride in isolation this year.

"I think everyone should celebrate their life," Ms. Kemesky wrote in her post. "Whichever way they choose to live it."

"I stand for love. I stand for the fight. More accountability. More calling ourselves out for our mistakes. More justice," said Ali Blackbird, managing partner of talent agency [The Wall Group](#), in another post.

By featuring the variety of voices and faces of its network, Ralph Lauren is also demonstrating how Pride celebrations can serve a platform to unite at a time when the country is wracked with in-fighting.

"While the world is divided with hatred, Ralph Lauren is committed to amplifying voices and celebrating both

communities this year," Ms. Darmory said. "People express their voices on social media platforms, which is why it is the perfect place for Ralph Lauren to demonstrate their support for both communities this June."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.