

Merchandise Marketing 2009
FASHION INSTITUTE OF DESIGN & MERCHANDISING



Pooja Mittal

Merchandising Portfolio

RETAIL ENVIRONMENT

This course explores store and non-store retailing formats, structure, and purpose, as well as the challenges and integration of retail channels

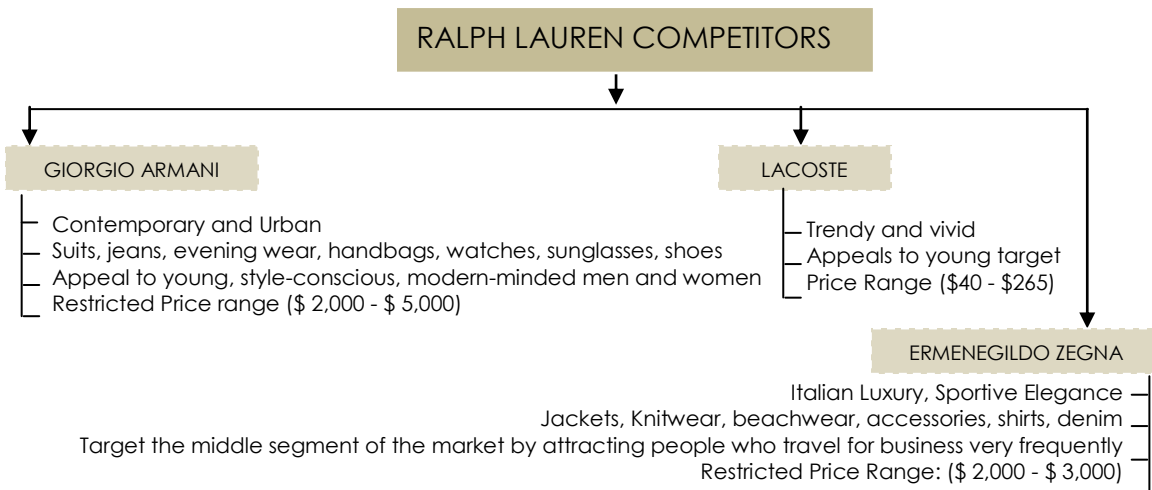
RETAIL ENVIRONMENT – POLO RALPH LAUREN

Target Customer

- Targets all age groups starting from new born under the category ‘Ralph Lauren *Layette*’; boys and girls (3 months+), young adults, and elderly people over 100 yrs.
- Diverse mix of ethnicities like Hispanics, Asians, Middle Easterners, and Han Chinese
- Targets individuals with household income ranging from under \$25,000 to over \$85,000.
- Ralph Lauren shopper symbolizes ‘*Classic American*’ and ‘*Timeless Fashion*’. They are a great mix of ‘simple’ yet ‘trendy’ lifestyle.
- Ralph Lauren clients consider ‘simplifying their product decisions’ and providing them ‘signal quality products’ are the chief key attributes they expect from any strong brand. In addition, they also believe that *style, design, and color* are the foremost elements they look in for when they buy any product.

Competitive Analysis

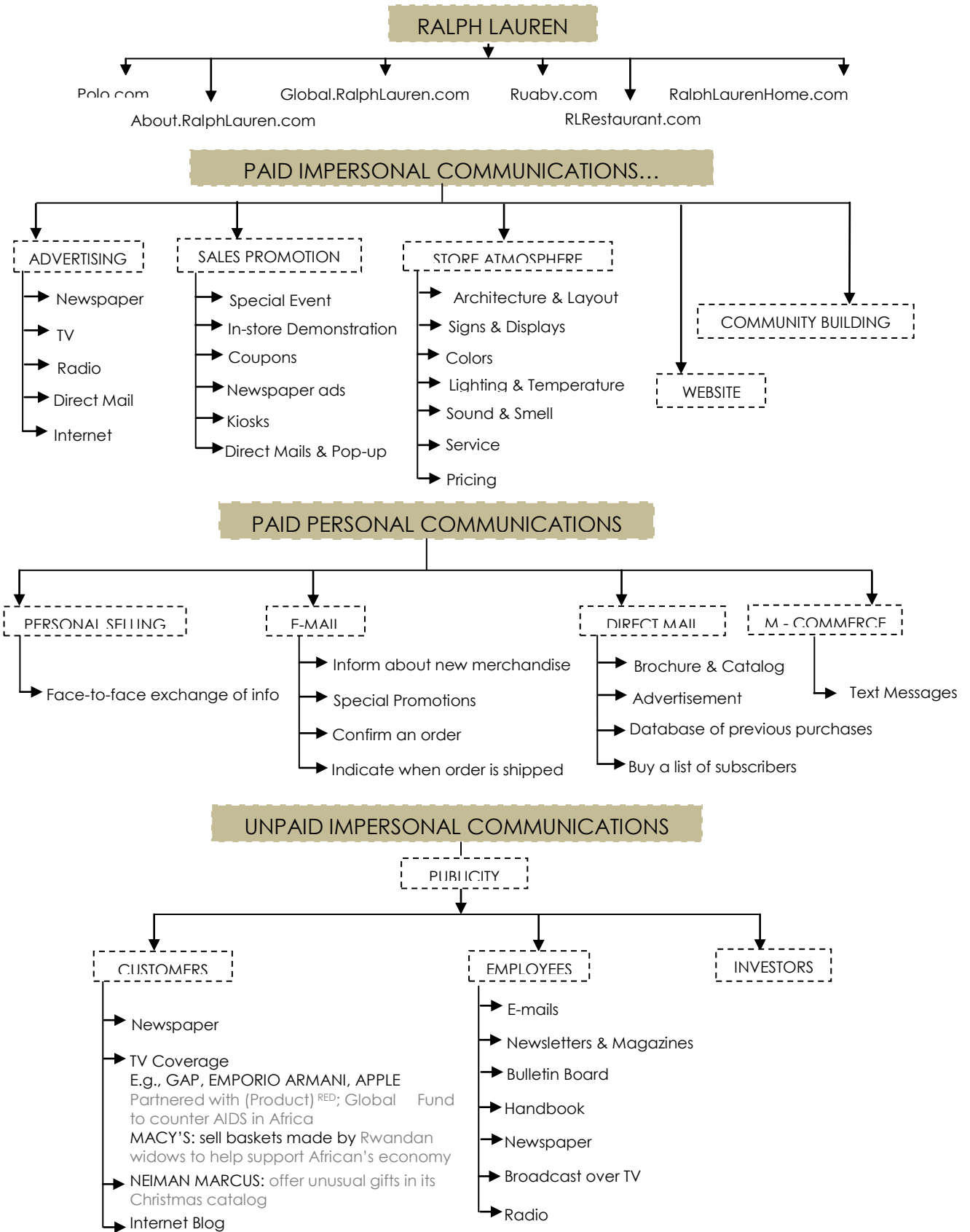
POLO RALPH LAUREN BRAND	COMPETITORS
Men's Purple & Black Label	Giorgio Armani, HUGO Boss, Ermenegildo Zegna, Faconable
Ralph Lauren Collection & Women's Black	Donna Karan, Giorgio Armani, Calvin Klein, Hermes
Blue Label (Men's and Women's)	DKNY, Michael Kors, Calvin Klein
Polo by Ralph Lauren	Lacoste, Nautica, Armani Exchange, DKNY, Michael Kors, IZOD, Kenneth Cole
Lauren by Ralph Lauren	Liz Claiborne, DKNY, Michael by Michael Kors, Jones New York Signature
RLX	Prada Sport
Polo Golf & Polo Tennis	Nike, Reebok, Adidas AG
Rugby	Abercrombie & Fitch Co., J Crew Group, American Eagle Outfitters, Guess?
Club Monaco	Banana Republic, Zara, Theory, Armani Exchange, Reiss
Home Décor, Bath, and Bedding	Hotel Collection, Calvin Klein, Charter Club, DKNY



Merchandise Mix

CATEGORY	APPAREL									
	MEN	WOMEN	CHILDREN				BABY			
			Boys		Girls		Layette		Infant	
			(2-7)	(8-20)	(2-6x)	(7-16)	Boy	Girl	Boy	Girl
Polo	√	√	√	√	√	√			√	√
Sports Shirt	√									
Dress Shirts	√									
Sweaters	√	√	√	√	√	√			√	√
Sweatshirts	√		√	√						
Rugby	√		√	√						
Outerwear	√	√	√	√					√	√
Sport Coats	√		√	√	√	√				
Suits	√		√	√						
Pants	√	√	√	√	√	√			√	√
Chinos	√									
Jeans	√	√								
Shorts	√		√	√	√	√			√	√
Leggings					√					
Swim	√	√	√							
Shirts		√	√	√						
Tops					√	√	√	√	√	√
Tees	√	√	√	√	√	√				
Dresses		√			√	√		√		√
Jackets		√			√	√				
Skirts		√			√	√				√
Scouter					√	√				
One Pieces							√	√	√	
Gift Sets							√	√	√	
Little luxuries							√	√		
ACCESSORIES	APPAREL									
	MEN	WOMEN	CHILDREN				BABY			
			Boys		Girls		Layette		Infant	
			(2-7)	(8-20)	(2-6x)	(7-16)	Boy	Girl	Boy	Girl
Ties	√									
Leather Goods	√	√								
Silver Accessories	√									
Hats	√	√								
Sleepwear	√	√								
Socks	√									
Shoes	√	√					√	√	√	√
Fragrance	√	√				√				
Robes	√									
Handbags		√								
Accessories			√	√	√	√	√	√	√	√
Pre-school Shoes			√		√					
Grade-school Shoes				√		√				
	Ralph Lauren Best Selling Products									
	Ralph Lauren Best Selling products among Children and Baby									

Advertising/ Public Relations



Ralph Reshapes Denim: Polo Jeans to Shutter In U.S. Market in 2007

By Vicki M. Young

NEW YORK — Polo Ralph Lauren is refocusing its jeans brands.

The company will discontinue the Polo Jeans Co. brand in the U.S. market in 2007 as part of its plans for its global denim business. The company, which bought back the Polo Jeans license for \$355 million in February from Jockey Apparel Group, will maintain the Polo Jeans brand internationally. In the U.S., the company will expand the offerings in the Lauren and Polo Lauren business.

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Ralph's Labels of Distinction



With spring collections, Polo Ralph Lauren carves out crystal-clear identities for its various men's labels.

NEW YORK — Polo Ralph Lauren is refocusing its jeans brands. The company will discontinue the Polo Jeans Co. brand in the U.S. market in 2007 as part of its plans for its global denim business. The company, which bought back the Polo Jeans license for \$355 million in February from Jockey Apparel Group, will maintain the Polo Jeans brand internationally. In the U.S., the company will expand the offerings in the Lauren and Polo Lauren business.

Polo Ralph Lauren Riding High

Rugby, Black Label among the collections earmarked for future growth

NEW YORK — Buoyed by exceptional first-quarter earnings and an improved stock valuation, the mood at Polo Ralph Lauren was high last week at Polo Ralph Lauren's annual meeting at the St. Regis Hotel here.

"I don't know if I should dance up here or not," said Ralph Lauren, chairman and CEO of the brand, at the meeting, which, the day before, had closed at \$52.50, up from \$48.50 a share last week.

Last Tuesday, the company reported a 12.5 percent gain to \$52.50, or \$1.85 a share, from \$46.50, or \$1.60 a share, in the prior year, on a 24.9 percent revenue gain to \$3.31 billion from \$2.65 billion.

In the first quarter, earnings hit \$507 million, or 28 cents a share, up from the \$327 million, or 18 cents, in the prior year. Revenue for the quarter also rose 24 percent to

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Polo Pounds Wall Street Estimate

NEW YORK — Polo Ralph Lauren's first-quarter earnings exceeded Wall Street estimates, sending its stock price up.

Ralph Donates \$5 Million For Harlem Cancer Center

NEW YORK — Polo Ralph Lauren has donated \$5 million to the Harlem Cancer Center, a cancer treatment facility in Harlem, N.Y.

Welcome Home To Polo/Ralph Lauren

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Lauren Touts Company 'Vision'

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Polo Expands Rugby's Reach Via the Web

NEW YORK — Polo Ralph Lauren is expanding its online presence for the Rugby brand, launching a new website.

Lauren Puts Collection Online

NEW YORK — Polo Ralph Lauren is launching a new online collection for Polo Lauren.

Polo's Luxe Biz Is "Phenomenal"

NEW YORK — Polo Ralph Lauren's luxury business is performing exceptionally well, according to analysts.

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