

Dear All.

WELCOME TO THE REVIVAL OF THE HOUSE OF ROMANCE.

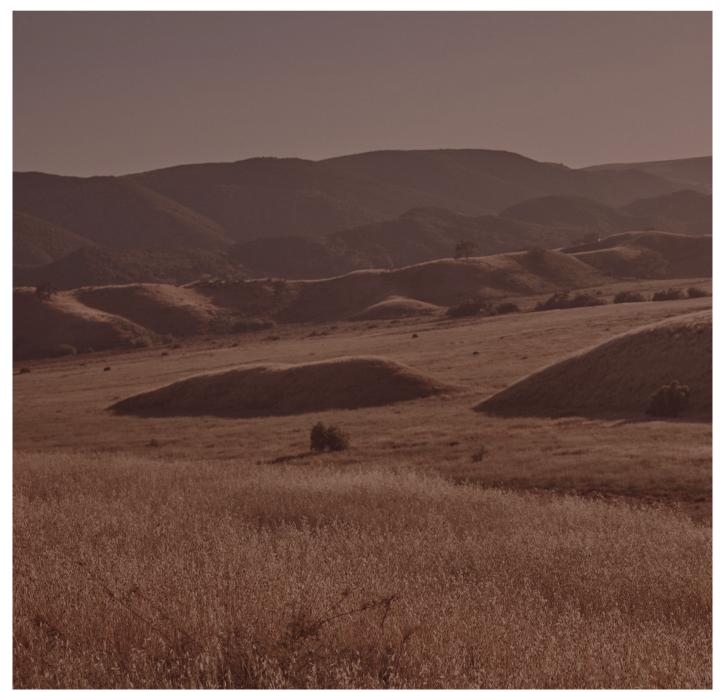
Ralph Lauren Fragrances DMI

WITH THE LAUNCH OF ROMANCE INTENSE, WE INTEND TO BUILD A TRANSGENERATIONAL WOMEN'S PILLAR, RECRUITING YOUNGER CUSTOMERS, AND REASSERTING OUR EXISTING BRAND. WITH A MIX OF GRIT AND CHIC, ROMANCE INTENSE IS FOR THE WOMAN WHO CRAVES THE ENDLESS PURSUIT OF ADVENTURE, CELEBRATES HER FREEDOM, AND LIVES IN THE MOMENT.

THE FOLLOWING GUIDELINES INCLUDE EVERYTHING YOU WILL NEED TO BRING THIS CAMPAIGN TO LIFE, AND TO CREATE EXPERIENCES THAT WILL ALLOW CUSTOMERS TO IMMERSE THEMSELVES IN THE NEW WORLD OF ROMANCE.

LOVE,

2



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# Campaign Strategy

INTRODUCTION OF INTENSE SCENT



REFRESH OF EXISTING COLLECTION



A NEW CAMPAIGN



A BOLD
RETAIL EXPRESSION



Vigualy

#### KEY VISUAL

DOUBLE SPREAD

#### SINGLE SPREAD





### PACKSHOT



Viguals

PACKSHOT



### **INGREDIENTS**







ROSE SANDALWOOD PATCHOULI

Graphics

LOGO

COPY

**OLFACTIVE** 

QR CODE

RALPH LAUREN
ROMANCE

Romance is an Adventure

Romance is an Adventure

Make it Young

NEW

YOUR GIFT

ROMANCE

INTENSE

FIERCE PASSION WOODY FLORAL

**ROMANCE** 

EAU DE PARFUM

CLASSIC FEMININITY
CLASSIC FLORAL

**BEYOND ROMANCE** 

EAU DE PARFUM

DARING SEDUCTION WOODY FLORAL



Materials

WOOD



TO BE USED ON:
HEADERS, FURNITURE &
FLOORING EDGES

ALL DOORS:

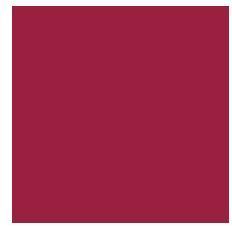
ASH WOOD

TO MATCH CYPRESS
MWIO53-SEMI
TRANSPARENT

RAW FINISH

FLAGSHIP & TIER A:
RECLAIMED WOODEN BEAM

TIER B & C: VENEER CRANBERRY



TO BE USED ON: VERTICAL PANELS, LOGO AND COPY

ALL DOORS:
COLOR TO MATCH
CARTON IN SATIN
FINISH

PLANTS



TO BE USED ON: FURNITURE BASES

ALL DOORS:
TO MATCH "SECOND
FLOR" PRESERVED
PAMPA GRASS - IVORY
AND WILD ROSE BUSHES.
ROSES TO BE DYED TO
MATCH CARTON.

SISAL



TO BE USED ON: FLOORING

ALL DOORS:
WOVEN NATURAL FIBER
TO MATCH
RALPH LAUREN
PONDEROSA WEAVE RUG

METAL

TO BE USED ON:
STRUCTURAL & VISUAL
FRAMES, AND
FURNITURE SURFACES

ALL DOORS:
POLISHED FINISH
TO MATCH BOTTLE CAP

FLAGSHIP & TIER A:
ALUMINUM METAL
PROFILE

TIER B & C: ALUMINUM LAMINATE









Pop-Up
BACK ANGLED VIEW



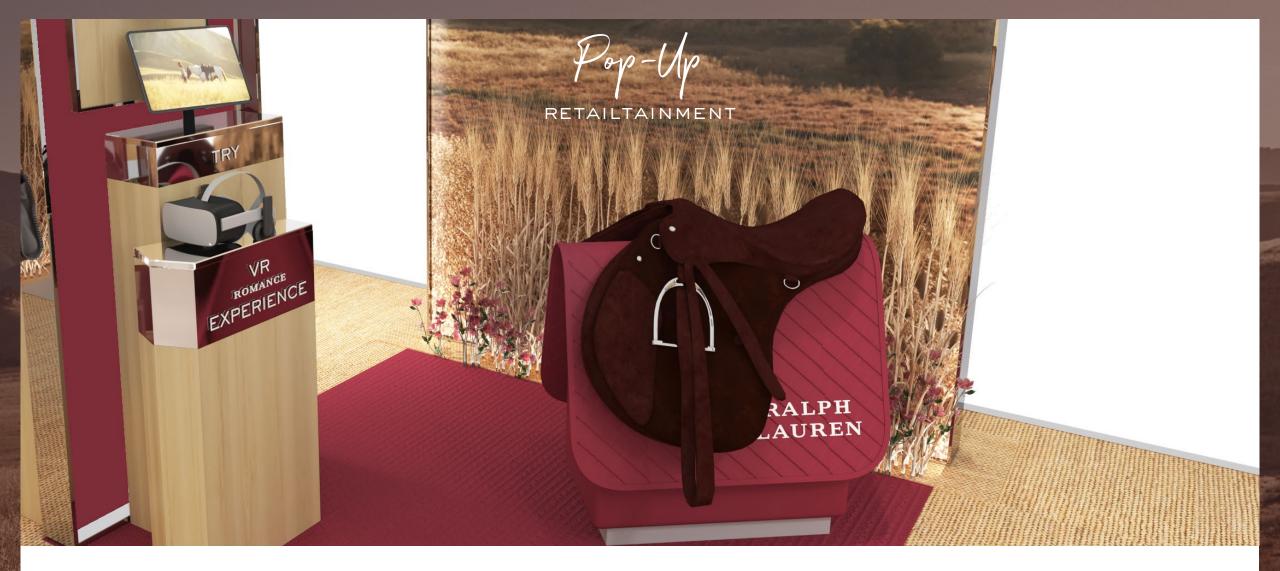
FRONT ANGLED VIEW



Pop-Up
CENTRAL OLFACTIVE DISCOVERY







CUSTOMER MOUNTS SADDLE.





USER EXPERIENCES A
SIMULATION OF RIDING A
HORSE THROUGH THE
FIELDS OF WESTERN USA.

Small Podium (Outpost)





PRIMARY VIEW

SECONDARY VIEW

# Extra Small Podium (Topogt)

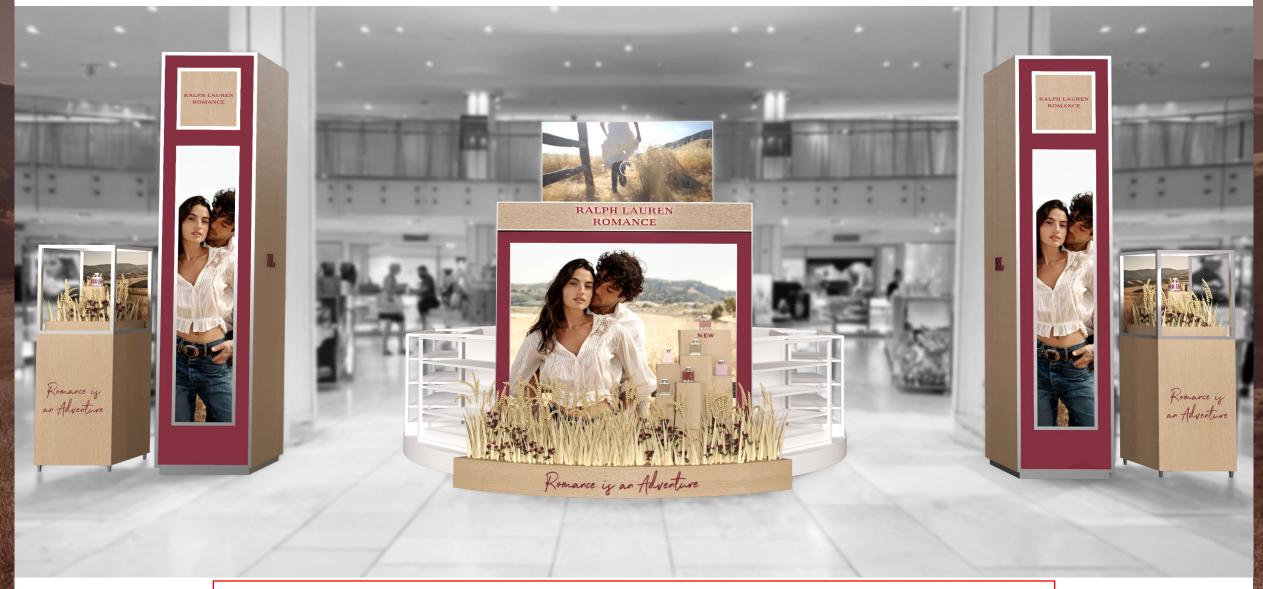
LATERAL TOWERS ARE MACY'S-SPECIFIC ONLY. DO NOT CONSTRUCT OTHERWISE.



#### BACK



### Vigual Week





### Counter Tester Unit



Window





## Endcap



### SWAK Unit

