



RALPH LAUREN

ROMANCE

THE NEW EAU DE PARFUM INTENSE

2024 Merchandising Guidelines

Dear All,

WELCOME TO THE REVIVAL OF THE HOUSE OF ROMANCE.

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,

Ralph Lauren Fragrances DMI

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A sepia-toned landscape photograph showing rolling hills and fields. The foreground is filled with tall, golden-brown grasses. The middle ground features several rounded hills and valleys, with some small trees scattered across the slopes. The background consists of more distant, layered hills under a clear sky. The word "Concept" is written in a white, cursive font in the center of the image.

Concept

Campaign Strategy

INTRODUCTION OF
INTENSE SCENT



REFRESH OF
EXISTING COLLECTION



A NEW
CAMPAIGN



A BOLD
RETAIL EXPRESSION



Visuals

KEY VISUAL

SINGLE SPREAD



DOUBLE SPREAD



PACKSHOT



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Visuals

PACKSHOT



INGREDIENTS



ROSE



SANDALWOOD



PATCHOULI

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Graphics

LOGO

RALPH LAUREN
ROMANCE

COPY

Romance is an Adventure

*Romance is
an Adventure*

Make it Yours

NEW

YOUR GIFT

OLFACTIVE

ROMANCE
INTENSE

FIERCE PASSION
WOODY FLORAL

ROMANCE
EAU DE PARFUM

CLASSIC FEMININITY
CLASSIC FLORAL

BEYOND ROMANCE
EAU DE PARFUM

DARING SEDUCTION
WOODY FLORAL

QR CODE



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Materials

WOOD



TO BE USED ON:
HEADERS, FURNITURE &
FLOORING EDGES

ALL DOORS:
ASH WOOD
TO MATCH CYPRESS-
MW1053-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

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A sepia-toned landscape of rolling hills and fields. The foreground is filled with tall, golden-brown grasses. The middle ground shows rolling hills with sparse vegetation. The background features a range of mountains under a clear sky. The text "Non-Permanent Animation" is overlaid in a white, elegant script font in the center of the image.

Non-Permanent Animation

Pop-Up

TOP VIEW



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Pop-Up
PRIMARY VIEW



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Pop-Up

BACK ANGLED VIEW



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Pop-Up

FRONT ANGLED VIEW



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Pop-Up

CENTRAL OLFACTIVE DISCOVERY



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Make it Yours

Pop-Up
GIFTING



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Pop-Up

RETAILTAINMENT



1

CUSTOMER MOUNTS SADDLE.



2

BA PLACES VR GOGGLES OVER CUSTOMER'S EYES.



3

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

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Small Podium (Outpost)



PRIMARY VIEW



SECONDARY VIEW

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Extra Small Podium (Inpost)

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



FRONT



BACK



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Visual Week



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Caseline



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Counter Tester Unit



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Window

RALPH LAUREN
ROMANCE



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A sepia-toned landscape photograph featuring rolling hills and fields. The foreground is filled with tall, golden-brown grasses. The middle ground shows several rounded hills and valleys, with some small trees scattered across the landscape. The background consists of more distant, layered hills under a clear sky. The word "Perfumery" is written in a white, elegant cursive script across the center of the image.

Perfumery

Endcap



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SWAK Unit



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