“I’ve always believed one could live many lives through the way we dress and the places we travel to, even if just in our imagination. The world is open to us, and each day is an occasion to reinvent ourselves and our imagination.”

Ralph Lauren
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Navigate yourself through a colourful journey around the world of RALPH LAUREN Voyage

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Ralph Lauren has always been known for creating dreams. Dreams people could participate in and make their own, always building the best imaginable world for the customer. Nowadays dreams are very different than before and global consumer lifestyles have changed drastically. This requires a new, more contemporary way of defining Ralph Lauren’s iconic signature: the reinvention of the ‘American’ Dream.
The Ralph Lauren brand was founded by Ralph Lifshitz in 1968 in New York, with the aim of changing the way American citizens dressed. Later on, the brand evolved into a complete lifestyle based on success and the American dream, always providing high quality products inspired by aristocratic living. The brand has always been praised for its dream lifestyle that people could buy themselves into, making them be able to feel part of Lauren’s timeless world full of comfort and status. Ralph Lauren has always portrayed a story of ambition and success, where models enjoyed the results of their hard work in different weekend settings: always aiming to create the best imaginable world and make the consumer live many different lives through the way they dress and places they travel to.
THE PURPOSE

Ralph Lauren Voyage is a chance for the brand to appeal to a younger target audience by reinventing the ‘American’ Dream lifestyle the brand always stood for. Ralph Lauren always aimed to create the best imaginable world focussed on material happiness, but with the new Voyage story, the dream focusses on experiencing the exceptional fulness the world around us has to offer, and we make every woman feel like a global citizen.

PROBLEM
The idea of Ralph Lauren Voyage is established as a result of multiple market & target group insights. First of all, the Ralph Lauren brand is currently staggering to move forward in fashion’s ever changing- and challenging market. Sales and worth of shares have drastically fallen and their newly appointed CEO, who came in to turn the brand around, stepped down after just 1 year. But it’s not just that, the problem seems age.

LUXURY CONSUMER SHIFT
Ralph Lauren has always been focussing on middle- and upperclass professionals who value status and affluent lifestyle, coming from the generation of Baby Boomers. This consumer and thus mindset has slowly made room for a new type of luxury consumer: the Millennial.

LIFESTYLE
At the same time, the brand is being perceived as ‘for men’, who still consider the brand as fashionable, where women have a different perception. The Millennial woman considers the overall brand image as outdated and unrelatable, where they sometimes even mentioned words as ‘oppressive’ and ‘offensive’. They do not identify themselves with the lifestyle that has currently been portayed, nor the preppy product aesthetics.

SOLUTION
As an answer to this, to turn the brand around, the goal is to change the brand perception and make it relevant to the Millennial women, taking a younger, trendier positioning while maintaining and respecting the current consumer by preserving the Polo brand: a rebranding of the Collection line - Ralph Lauren Voyage.
PASSPORT

Global Citizen
THE WORLD

OMNI-CHANNEL EXPERIENCES
Online and offline are no separate worlds anymore: they are considered one. The new luxury consumer takes part in different events to boost social content: social rewards. At the same time, this shopper expects full transparency and wants to see right away what’s possible and what’s not (BOF, 2015).

TRAVEL AS THE NEW STATUS
Globalisation caused a big boost for the travel world: Millennials value experiences over product and want to see everything the world has to offer. The more passport stamps you have, the more status you gain (US News, 2016).

BLEISURE LIFESTYLE
The never-stopping desire to travel has brought along a new aspirational lifestyle: the bleisure lifestyle. Women try to unite the pleasant with the unpleasant by adding some quality time to their business trips, to see the world and disconnect to reconnect (Forbes, 2017).

LIFESTYLE MARKETING
Brands are starting to move into lifestyle events related to wellbeing and other life enriching experiences to in this way educate and inspire the consumer in a sophisticated way (WGSN, 2016).
DEMOGRAPHICS
Conscious creative, ambitious, ever-improving and always discovering. Millennial women are born between 1980 and 1999, part of the early majority shoppers and usually live in the up-and-coming parts of metropolitan cities. With current demographics of 2 billion Millennials living all over the globe, they are on their way to become the largest ever spending group on the luxury market with spending power over €2.55 trillion over a year, according to NPD.

MOTIVES
Millennials are known for being one of the most entrepreneurial generations ever. Growing up in a time where everything seemed possible with the rise of internet and globalization, they consider individuality and self development as two of the most important drives in life. Career comes first, where family comes in second or even third, says Goldman Sachs, a very flexible approach to life and family.

DREAMS
Their aspirations have changed drastically compared to their ancestors: there’s a shift to be seen from happiness defined by material things, to experiences. Seeing the world, tasting food and of course local and authentic experiences are on top of their lists. Sharing experiences on social media has become one of the main motivators to be online, where at the same time online determines the places they visit, the pictures they take and where they stay.

LIFESTYLE
As a big part of this, online media show a new aspirational lifestyle: the bleisure way of living. The Contemporary Professional takes care of her career and visits many places for this, but to keep herself focussed and inspired she tries to combine it with leisure time. Science has proved travelling and discovering new cultures leads to a more rational mind and improves performances: disconnecting to reconnect with yourself for a healthy work-life balance. At the same time, the more countries they’ve seen, the more status they gain and it’s cost efficient.

ONLINE BEHAVIOUR
Instagram has become her number one source of inspiration, slowly evolving into the new it-magazine for style curation. They prioritise products on whether they can share these on social media through its story or experience.
“I always search for clothes that I can wear for work, but also to go outside after that and discover new cultures. It’s hard to find something that combines this adaptability and has a functionality aspect with it for when you travel.

- Sinead Wallace (28)
Ralph lauren Voyage makes every woman feel like a global citizen, by inspiring them to enrich themselves through uniting the worlds of business and travel.
Ralph Lauren Voyage embarks a new chapter for the Ralph Lauren brand, inspired by the global citizen. We believe that the world has no boundaries anymore and fashion is a curious journey through the world’s most authentic cultural experiences. Influences from all over the globe will be brought together in an intelligent way, making each enterprising professional able to discover the exceptional fullness that life has to offer. The ever exploring collection engages curious professionals by connecting them with other cultures and in this way enriching their horizon, leading to a better quality of life. Enrich your inner self by deviating from the regular and embracing the unknown. Ralph Lauren Voyage - exposing the world’s beauty.
Come closer
Every woman can be a global citizen.
Enriching people’s lives by making them discover the exceptional fulness of world’s cultures through uniting travel- and businesswear.
VALUES IN LIFE

ENDLESS DISCOVERY
Our journey never stops and we will always encourage you to see more of the world. Exploration doesn’t stop where work begins: they go together.

BOUNDLESS FUNCTIONALITY
We want to show you business and travel go hand-in-hand. By building a bridge between business- and travelwear we make packing and looking dressed for success much easier.

ENRICHING OPPORTUNITY
One can live many lives through the way we dress, work and travel and everyday is an occasion to reinvent ourselves. We believe that the bleisure lifestyle leads to a better quality of life, serving you new opportunities on each journey you go with us.
Product
Ralph Lauren Voyage’s prices are based on our high quality standards like all other luxury brands and thus fit in the **luxury business model**. The Voyage brand slightly differs from other luxury brands, because of its focus: where some luxury brand are focussing on couture and eveningwear, the Ralph Lauren Voyage brand is more related to **demi-couture craftsmanship tailoring** which should be more **accessible** and **wearable**.
At this point, there are not many brands who combine the world of officewear with the functionality of travelwear, which is the Voyage brand’s unique selling point within the field. In comparison to the previous Ralph Lauren Collection brand, we make the garments more **functional** and **wearable**, whilst still maintaining high end **craftsmanship** with functional fabrics, made for **corporate** and **leisure** occasions. We shift away from the ultra classic style and make it more contemporary by using **cultural influences** and **material innovations**.
DESIGN IDENTITY

Our Voyage lifestyle derives its inspiration from the world of bleisure: a combination of business- with leisurelife. The collections are build based on all-round key pieces which serve our client the ideal tools as support for their dynamic lifestyle. It’s a combination of contrasts with a tailored look and construction, united with functional details and materials of travelwear. One of the most important parts of the collections is comfort: we believe life should be comfortable, without having to compromise on style. The fabrics should breathe and feel like a second skin, without any creasing.

COLLECTIONS

Each collection is inspired by an enterprising professional, each season visiting a different destination. One time it could be Uganda, the next time Mauritius. Cultural influences considering colours, shapes and accessories should be incorporated to celebrate and breathe this culture and in this way, expose world’s beauty to our client in tone on tone palettes. The first collection starts off as an intercontinental collection, where later on the power lays in the hands of the consumer as they can vote for the upcoming collection’s inspiration destination.
The lifestyle of Voyage wants to give the client a feeling of being able to both work and live anywhere around the world. In order to do this, a rich collection of bags and travel accessories will become an important part of the offering we bring to the client. Exotic materials mixed with high-end craftsmanship will bring the products to life and make our client able to complete the global citizen look.

Materials for accessories will be sourced and created by local craftsman, living in the country of inspiration for that specific season. In this way, we offer a platform for the locals and also showcase unique and high quality products to make the client accessorize and customize their outfits in their own individual way.
Place
RETAIL STRATEGY

To maintain the brand’s current strategy to withdraw from mainstream department stores, the strategy for the Voyage brand will be alike. For this specific brand, there will be exclusive partnerships with selected high-end department stores like Selfridges and Barneys and roll out the new identity over our own retail channels. The stores will be renovated in a contemporary way to fit the new Voyage style and will in this way differ from the brand’s current style. Besides that, a Voyage webstore will be launched on www.ralphlaurenvoyage.com with new drops every two weeks to keep the consumer entertained and adjust, but also feed demand. The webstore will be featured on the corporate Ralph Lauren webpage as well to go forward to the Voyage website.

All content posted on the Ralph Lauren Voyage Instagram account will be immediately shoppable on the webstore to create a complete omni-channel experience, in collaboration with PredictSpring. The Instagram account will feature as an entrance way to enter the on- and offline world of Ralph Lauren Voyage.
Promotion
PHOTOGRAPHY

Ralph Lauren Voyage is about living live to the fullest and exploring the exceptional beauty of the world we live in. This is why we choose to always portray our visuals as a complete lifestyle. Discovery is at the heart of our brand story, so each visual should showcase a woman on-the-go, always up to new adventures: an independent, curious and worldly spirit. Settings will represent a complete journey around the world, each collection showcasing the trip from beginning to end of its story inspired by our cosmopolitan muse: the global citizen. The look and feel should always be tone-on-tone with complementary, but saturated contrasts, with a clear movement aspect. The shoots always breathe an aspirational situation: the lifestyle photography Ralph Lauren has always been known for.
FACEBOOK
World’s biggest online platform is still Facebook, which is why it’s mandatory to create an online account here. All content will be cross posted on all social channels, where we direct the consumer onto our Instagram account. Different from before, the Ralph Lauren Voyage brand will have its own corporate account here, deviating from the rest of the brand.

INSTAGRAM
Instagram will have the biggest focus for the new brand identity since it has recently become the fastest growing online platform: an independent Ralph Lauren Voyage account, separate from the other corporate accounts. To create a visually attractive feed of inspiration, we will use sequences and in this way create consistent stories. Most of all, Instagram will tell the visual story current and upcoming collection - always in line with the seasonal campaign to engage with our consumer. All content posted will be immediately shoppable on the webstore, in collaboration with PredictSpring.

WEBSITE
The website will become the main medium for online shopping and the campaigns. This platform will showcase the most recent collections, including sneak-peeks of the accompanied travel guide for the season. Most of all, the website will be there to tell the Ralph Lauren Voyage seasonal campaign story and offer an interactive campaign platform to engage with our consumer.

YOUTUBE
Youtube will function as our creative outlet for videos: showcasing the campaign videos, inspirational bleisure related masterclasses and topics relating to the collection inspirations. Besides this, videos of the shows and press material related to this will be posted here.
Enrich yourself