



POLO '67 & POLO RED
JOINT ANIMATION

MERCHANDISING GUIDELINES
2025

DEAR ALL,

In 2025, our **key priority** is to build the Polo powerhouse through innovation on Polo '67 and the new dynamic campaign for Polo Red featuring Lando Norris. With these two powerful initiatives, we're confident that Polo will reach new heights. We've received numerous inquiries regarding the animation strategy for Polo, especially given the potential constraint of having only one animation space in select markets.

The US recently achieved their most successful visual week ever at Macy's for RLF with a joint animation featuring both Polo '67 and Polo Red, achieving \$1.4M in sales (see following page). This successful execution was anchored by the "Design Your Dreams" umbrella, seamlessly uniting both fragrances. This is a best-in-class solution when only one animation slot is available.

The DMI's recommendation is to use this dual approach to achieve exceptional results. In the pages that follow, you'll find everything you need to execute these joint animations successfully.

For 2025, the strategic recommendation is as follows:

- **One Animation:** Execute a joint Polo '67 and Polo Red podium to maximize impact.
- **Two Animations:** Polo '67 should be featured in the primary animation space, while Polo Red can follow for the secondary space.

We are excited to discuss how you can adapt this strategy for your specific needs and maximize the impact of both Polo '67 and Polo Red.

All the best,

RALPH LAUREN DMI

HIGHEST PERFORMING VISUAL WEEK IN RLF HISTORY

MACY'S HERALD SQUARE, NYC. OCT '24.

WORLD OF POLO RETAIL SALES

\$1.4M
+51% VS LY, 126% TO GOAL



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CAMPAIGN

OBJECTIVES

1
OWN SPORTS IN THE
WORLD OF FRAGRANCE

Merge our brands under a single, cohesive
"DESIGN YOUR DREAMS" Polo world.

2
PLAY OUR TWO BIGGEST POLO
(RE)LAUNCHES OF THE YEAR

Ensure markets are able to promote both at
once despite having limited retail space.

3
HIGHLIGHT THE
DIFFERENT SIDES OF POLO

Demonstrate that, although cohesive, our
fragrances cater to our customers' different tastes.

THE POLO RED 2025 CONCEPT

LIVING IN THE RED

You're a high-octane THRILL-SEEKER,
fully in CONTROL : you are a master of SPEED.

In the red of the speedometer
is where you THRIVE.

Your eyes FOCUSED, your hands gripping the wheel and
your foot MAXING OUT THE PEDAL.

Your fuel is the ultimate
ADRENALINE BOOSTER – POLO RED.

THE POLO '67 EAU DE PARFUM CONCEPT



IT'S JUST THE BEGINNING ...

OF THE NEW, COOL POLO POWERHOUSE.

Our ambition is to keep the momentum of our largest launch to date, Polo '67 EDT, and to continue to grow this pillar.

We must OWN SPORTS with the “DESIGN YOUR DREAMS” concept, own pineapple as a TRENDING INGREDIENT, and champion INTENSITY by launching a BOLDER, more ADDICTIVE expression of our winning scent.



THE NEW EAU DE PARFUM



POS BRAND CODES

VISUALS FOR POS

KEY VISUALS

When both visuals are side by side in small podiums, the bottle trio is to be replaced by brand's individual bottle. Refer to renders for usage.



SECONDARY VISUAL

World Of Polo Trio Packshot



ALL VISUALS AND GRAPHICS SHOWN FOR PRESENTATION ONLY. REFER TO THE DFT AND OPERA FOR FINAL VISUALS, CROPPINGS, AND GRAPHICS.

INGREDIENT ASSETS

POLO RED

EAU DE TOILETTE



EAU DE PARFUM



PARFUM



POLO '67

EAU DE TOILETTE



EAU DE PARFUM



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BRANDING & COPY

POLO RED

PRIMARY BRANDING



On podiums and backwalls, logo to be illuminated white with outer red metallic backing.

In smaller doors and perfumeries when real metal or dimensional diecut logos cannot be used, logo to be pure white.

When space does not allow for branding, (e.g. on non-personalized perfumery fixtures) include RALPH LAUREN as the branding within the key visual. Refer to opera and DFT for charter guidelines.

DO NOT USE FONT TO CREATE THE LOGO. REFER TO THE VECTOR FILE ON OPERA.*

Refer to renderings for usage and placement.

SECONDARY BRANDING

Secondary branding to be Polo Winged Logo. To be used in addition to, never in replacement of, the primary RALPH LAUREN logo. All personalized podiums and spaces must include the institutional RALPH LAUREN logo.



To be dimensional logo. Outer offset to be illuminated white. Inner face of logo to be real brushed red metal, never a faux red gradient print.



In perfumeries when real metal or dimensional die cut logos cannot be made, use a graphic print of the black logo with a white outline on a red background instead.

Refer to renderings for usage and placement.

LAUNCH-SPECIFIC



Where possible, tagline in Polo Red-specific areas to be backlit silver die cut. Otherwise, in small podiums where the tagline is printed on the stocker, it is to be solid white copy. Refer to renderings for direction on usage.



Copy to be satin white printed or vinyl adhesive. Refer to renderings for usage and placement.



On dual-branded walls (e.g. gifting areas), the tagline is to be a backlit Institutional Blue die cut. Otherwise, in perfumeries, where a die cut cannot be made, print in Institutional Blue.

DO NOT TYPE OUT COPY. USE VECTOR FILES ON OPERA.*

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BRANDING & COPY

POLO '67

PRIMARY BRANDING



On podiums and backwalls, logo to be illuminated white with outer blue metallic backing.

In smaller doors and perfumeries when real metal or dimensional diecut logos cannot be used, logo to be pure white.

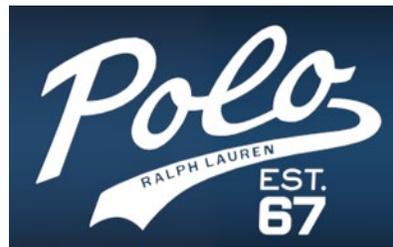
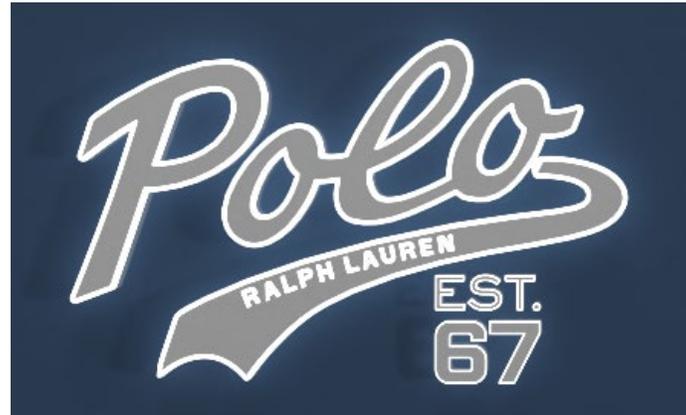
When space does not allow for branding, (e.g. on non-personalized perfumery fixtures) include RALPH LAUREN as the branding within the key visual. Refer to opera and DFT for charter guidelines.

DO NOT USE FONT TO CREATE THE LOGO. REFER TO THE VECTOR FILE ON OPERA.*

Refer to renderings for usage and placement.

SECONDARY BRANDING

Secondary branding to be the Polo '67 Swoosh. To be used in addition to, never in replacement of, the primary RALPH LAUREN logo. All personalized podiums and spaces must include the institutional RALPH LAUREN logo.



In perfumeries when real metal or dimensional die cut logos cannot be made, use a graphic print of the black logo with a white outline on a red background instead.

Refer to renderings for usage and placement.

LAUNCH-SPECIFIC

DESIGN YOUR DREAMS

Where possible, tagline in Polo '67-specific areas to be backlit silver die cut.

Otherwise, in small podiums where the tagline is printed on the stocker, it is to be solid white copy. Refer to renderings for direction on usage.

THE NEW EAU DE PARFUM

THE NEW EAU DE PARFUM

On stockers, copy to be either satin which or satin Polo '67 Blue on vinyl adhesive, depending on the surface it lives on. Refer to renderings for usage and placement.

DESIGN YOUR DREAMS

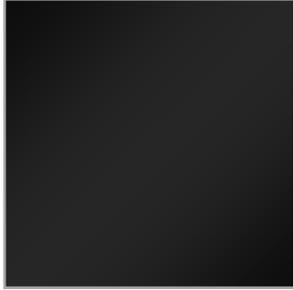
On dual-branded walls (e.g. gifting areas), the tagline is to be a backlit Institutional Blue die cut. Otherwise, in perfumeries, where a die cut cannot be made, print in Institutional Blue.

DO NOT TYPE OUT COPY. USE VECTOR FILES ON OPERA.*

MATERIALS

POLO RED

PURE BLACK



TIER A & B DOORS:
Lacquered Substrate

TIER C DOORS:
Not to be used

Eggshell Finish

Pure Black

To be spray finished on large surfaces. To be applied to smooth substrates only.

To be used as main surfaces of backwalls.

CARBON FIBER



TIER A & B DOORS:
Sheet Paneling 3mm

TIER C DOORS:
Not to be used

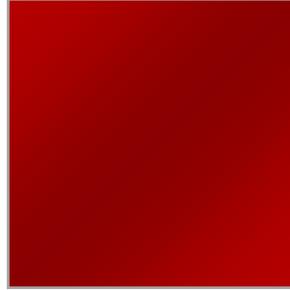
Satin Finish

To be black and dark grey patterning.

Refer to graphic on OPERA for textural benchmark.

To be used as inner paneling on backwalls.

POLO RED



TIER A & B DOORS:
Lacquered Substrate

TIER C DOORS:
Graphic print or vinyl adhesive.

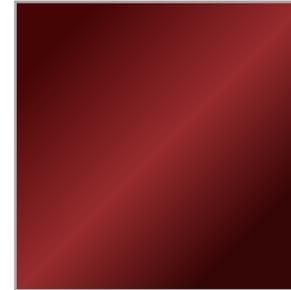
High-Gloss Finish

Polo Red Pantone:
PMS 200C

C0 M97 Y76 K24
R193 G5 B47
Hex value #C1052F

To be used on flooring and as base color for walls and furniture.

RED METAL



TIER A & B DOORS:
Metal

TIER C DOORS:
Not to be used

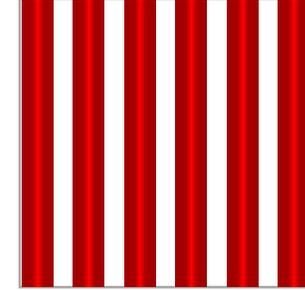
High-Gloss Finish

Real metal with custom painted finish

Base color to match Polo Red Pantone PMS 200c

To be used for header structures and inner framing of visuals on backwalls.

RED PANELING



TIER A & B DOORS:
Red acrylic with red lighting illumination

TIER C DOORS:
Not to be used

High-Gloss Finish

Transparent acrylic to be red tinted. Center edge on both sides to be grooved. To be edge lit with red light from top and bottom surface.

To be used as support of header structure around curves.

MATERIALS

POLO '67

BLUE GRADIENT



TIER A & B DOORS:
Lacquered Substrate

TIER C DOORS:
Graphic print

Glossy Finish

Top color of gradient:
P67 Navy Light
C 94 M82 Y49 K45

Bottom color of gradient:
P67 Navy Dark
C94 M82 Y49 K75

To be used for walls and floors.
Artwork file available on OPERA.
Refer to renderings for usage,
scale, and placement.

POLO '67 NAVY



TIER A & B DOORS:
Lacquered Substrate

TIER C DOORS:
Graphic print

Semi-Gloss Finish

Custom Color to match Polo
'67 Franchise Carton
Packaging

Pantone 19-4022 TPG
Parisian Nights

To be used for bats, furniture,
taglines, and copy.

POLO '67 METAL



TIER A & B DOORS:
Metal

TIER C DOORS:
Not to be used

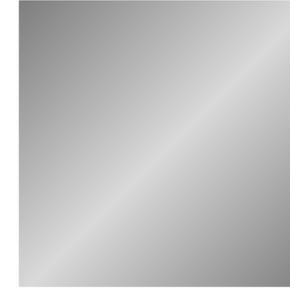
High-Gloss Finish

Real metal with custom
painted finish

To match Polo '67 EDT
Blue Metallic Cap

To be used for inner framing
of visual on backwalls.

SILVER



TIER A & B DOORS:
Metal

TIER C DOORS:
Not to be used

Satin Brushed Finish

To match Polo '67 EDP
product cap

To be used for shelving, furniture
bands, inner paneling on backwalls,
bats, taglines, and all large-scale
dimensional Polo '67 Swoosh logos.
Refer to renderings for usage.

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MATERIALS UNIVERSAL

INSTITUTIONAL BLUE



TIER A & B DOORS:
Lacquered substrate

TIER C DOORS:
Graphic print or vinyl adhesive.

Satin Finish

Pantone 5395C

To be used for RALPH LAUREN
logos, taglines and copy on
surfaces shared by the two
brands.

Refer to renderings for usage.

SILVER



TIER A & B DOORS:
Metal

TIER C DOORS:
Not to be used

Satin Brushed Finish

To match Polo '67 EDP
product cap

To be used for floor borders,
headers, footers, furniture toe
kicks, inner paneling on walls,
and wall sides.

Refer to renderings for usage.

PURE WHITE



TIER A & B DOORS:
Lacquered Substrate

TIER C DOORS:
Graphic Print

Glossy Finish

Pure white

To be used for decorative lines on
flooring and furniture, and for copy
and taglines on backwalls and
furniture.

Refer to renderings for usage.

SPEEDOMETERS



Speedometers to be used for propping at shelf level and as needed for animating spaces.

To be real, dimensional, and made from high quality materials.
Flat die-cuts with graphics prints not allowed.

Speedometers to be silver chrome, black, white, and red only. Other colors not allowed.

Sourcing to be done locally.

PROPS

POLO '67

BASEBALLS



Baseballs must meet the below requirements:

1. Must be full sized official baseballs:
229 to 235 mm in circumference
73 to 75 mm in diameter
weight of 0.142 to 0.149 kg.
2. Foam or plastic balls are not acceptable.
Must be pure white with red stitching. Various colored balls are not approved.
3. Polo '67 Swoosh and Ralph Lauren Logo must be added to each ball.
To be pantone 19-4022 TPG. Custom printing. Refer to image above for placement.

BASEBALL BATS



Baseball bats used in merchandising must meet the below requirements:

1. Must be full sized official baseball bats. Miniature bats are not allowed:
To be minimum 30" in length.
2. Foam or plastic bats are not acceptable.
To be made with solid weighted material.
3. Custom colorways to be painted at local level.
To be pantone 19-4022 TPG or Metallic Chrome Silver to match Polo '67 EDP bottle packaging cap.

ECO DESIGN GOLDEN RULES

1 OPTIMIZE WEIGHT

Minimize the weight of elements, while keeping global technical performance.

2 USE ONLY CERTIFIED OR RECYCLED TREE PRODUCTS

Use only certified papers/cardboard/wood (FSCOR PEFC when FSC is not available) or recycled.

3 USE RECYCLED OR RENEWABLE MATERIALS

A minimum of 30% of the total weight of the POS item must be made with materials containing a part of recycled or renewable materials.

4 USE MONO MATERIALS

To facilitate recycling, minimize the number of materials used in a single item.

5 PROVIDE DISASSEMBLY INSTRUCTIONS

Promote recycling by providing disassembly instructions at the item's end of life.



MERCHANDISING



LARGE PODIUM
& RETAIL EXPERIENCES

LARGE PODIUM TOP VIEW / ZONING ~40m²



THE BRAND THAT HOLDS YOUR SPECIFIC MARKET'S LARGEST WEIGHT OF BUSINESS SHOULD BE POSITIONED FACING THE PRIMARY TRAFFIC VIEW IN ANY GIVEN SPACE.

LARGE PODIUM
POLO RED FOCUS VIEW

RALPH LAUREN



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LARGE PODIUM

POLO RED INGREDIENT STORYTELLING



POLO RED INGREDIENT STORYTELLING

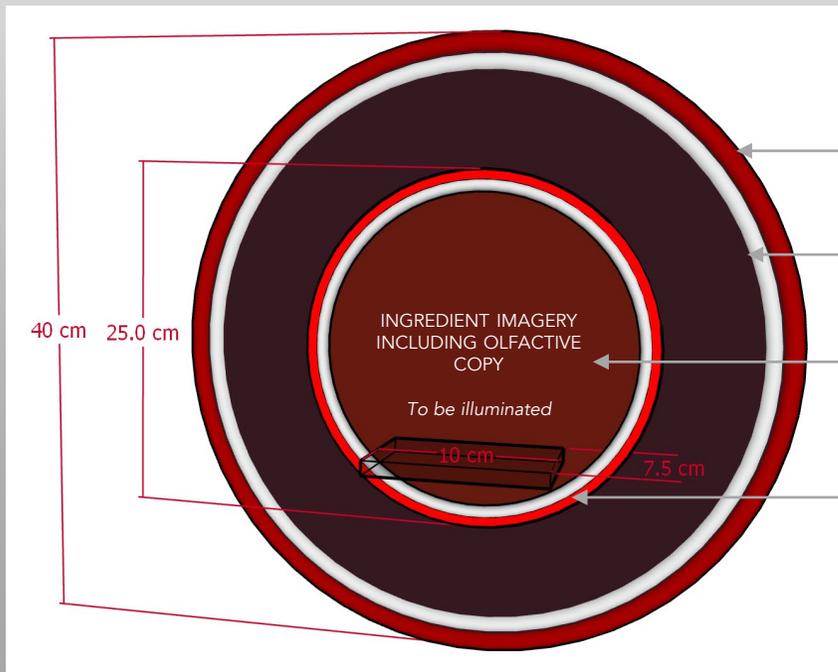
Each fragrance tester is showcased within a speedometer; its interior revealing captivating ingredient imagery and descriptions that convey a unique olfactive profile. This immersive experience allows the customer to intuitively connect the intensity of each scent, with the rush of increasing speeds.

Refer to following page for construction and material details.

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LARGE PODIUM

POLO RED INGREDIENT STORYTELLING



INGREDIENT DISCOVERY PANEL

Fragrance Discovery Tagline
To be illuminated when possible

Red Neon

Ingredient Imagery With Olfactive Copy
To be illuminated when possible

Product Shelf
To be clear acrylic

Panel Framing
To be glossy metallic red

SPEEDOMETER CONSTRUCTION

Exterior Bevel
To be glossy metallic red

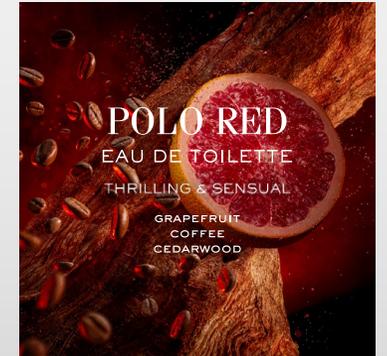
Interior Bevels
To be glossy silver chrome

Interior Speedometer Graphic
To be illuminated when possible.
Refer to OPERA for graphic.

Red Neon

Each fragrance to have their own speedometer.
Speedometer to have dimensional beveled edges.
Graphics and ingredient images to be printed and illuminated when possible.
Approved speedometer graphics & layouts for imagery available via OPERA.

Overview of ingredient imagery & olfactive copy for reference:



LARGE PODIUM POLO '67 FOCUS VIEW

Screen looping Polo '67
ingredient video and TVC.

RALPH LAUREN



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LARGE PODIUM
SIDE VIEW



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LARGE PODIUM

POLO '67 INGREDIENT DISCOVERY



POLO '67 EDP INGREDIENT TESTING →

The POLO '67 ingredient discovery wall features cloches housing ceramic "baseballs" infused with each of the new Eau de Parfum's ingredient notes.

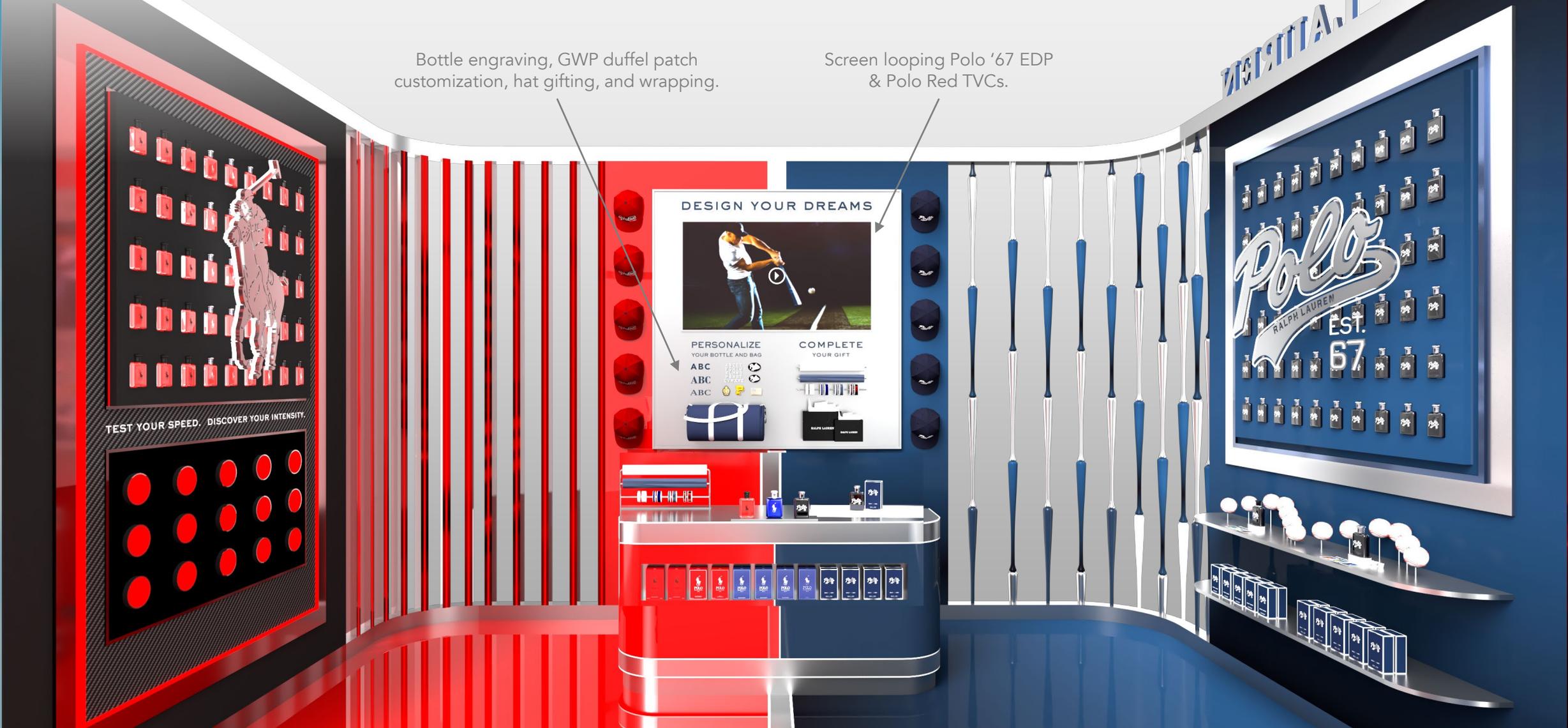
Please contact DMI Marketing for sourcing the oils for each note.

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LARGE PODIUM GIFTING & PERSONALIZATION

Bottle engraving, GWP duffel patch customization, hat gifting, and wrapping.

Screen looping Polo '67 EDP & Polo Red TVCs.



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LARGE PODIUM POLO RED REACTION TIME GAME

Customers step into an in-store racing simulation and put their reflexes to the test, just like a Formula 1 driver. The user taps the blinking lights with lightning speed, measuring their reaction time against Lando's, and experience the thrill of a high-stakes race. Gaming provides the opportunity to win a prize.

If interested in activating this experience in your zone, contact the DMI Retail Design and Digital teams for development opportunities and local market approvals.



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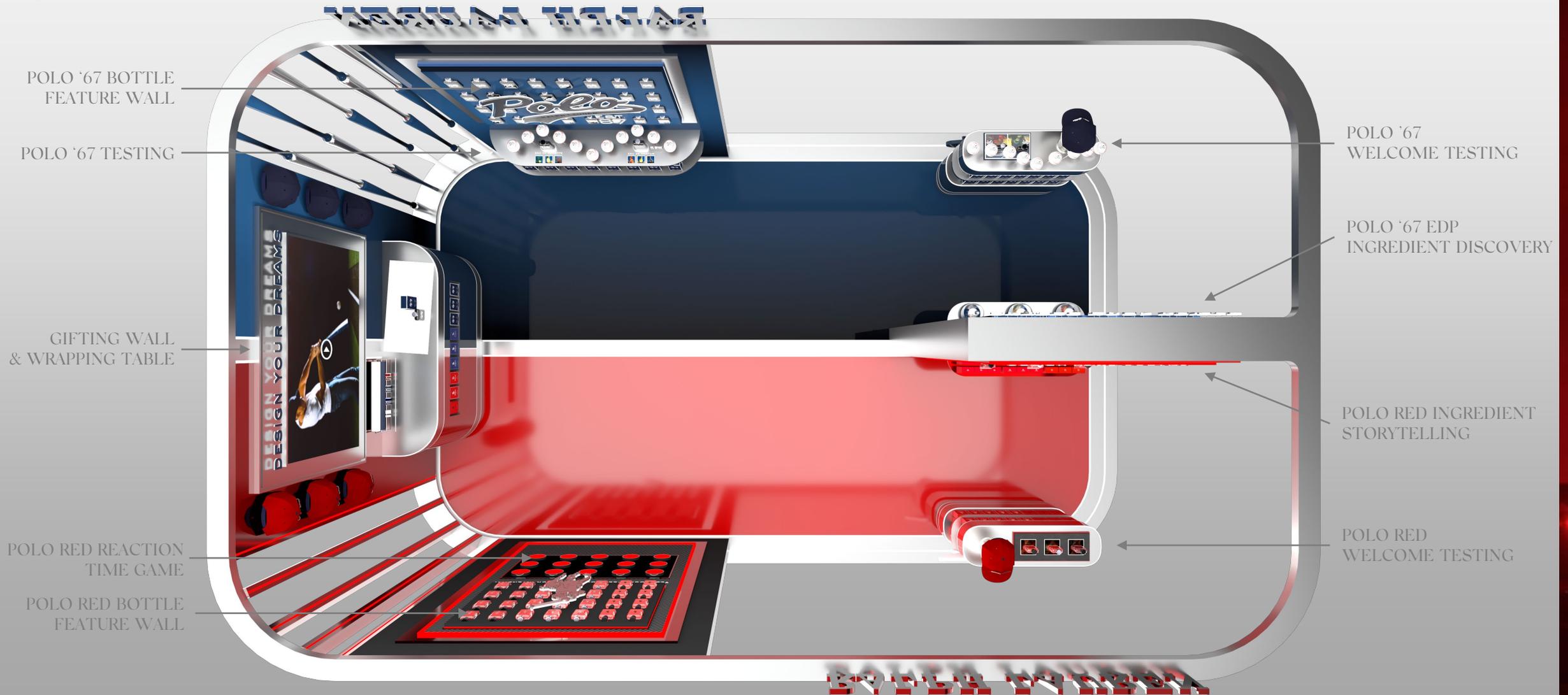
MEDIUM PODIUM



MEDIUM PODIUM

TOP VIEW / ZONING

~18m²



THE BRAND THAT HOLDS YOUR SPECIFIC MARKET'S LARGEST WEIGHT OF BUSINESS SHOULD BE POSITIONED FACING THE PRIMARY TRAFFIC VIEW IN ANY GIVEN SPACE.

MEDIUM PODIUM
RED FOCUS VIEW

RALPH LAUREN



Screen looping Polo Red ingredient video and TVC.

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MEDIUM PODIUM '67 FOCUS VIEW

RALPH LAUREN

DESIGN YOUR DREAMS



Screen looping Polo '67 ingredient video and TVC.



THE NEW EAU DE PARFUM



RALPH



TEST YOUR SPEED. O



AARON JUDGE
NEW YORK YANKEES
TEAM CAPTAIN

THE ICONIC FRAGRANCES

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MEDIUM PODIUM
SIDE VIEW



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MEDIUM PODIUM GIFTING VIEW

Screen looping Polo '67 EDP
& Polo Red TVCs.



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SMALL PODIUMS



SINGLE-SIDED TALL BACKWALL

LEFT VIEW



RALPH LAUREN



RIGHT VIEW



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SMALL PODIUM

POLO RED SIDE



POLO '67 SIDE



THE BRAND THAT HOLDS YOUR SPECIFIC MARKET'S LARGEST WEIGHT OF BUSINESS SHOULD BE POSITIONED FACING THE PRIMARY TRAFFIC VIEW IN ANY GIVEN SPACE. ALL VISUALS AND GRAPHICS SHOWN FOR PRESENTATION ONLY. REFER TO THE DFT AND OPERA FOR FINAL VISUALS, CROPPINGS, AND GRAPHICS.

SINGLE-SIDED
SMALL PODIUM

RALPH LAUREN

DESIGN YOUR DREAMS



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SINGLE-SIDED
EXTRA SMALL PODIUM

RALPH LAUREN

DESIGN YOUR DREAMS



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PERFUMERIES

ENDCAP

RALPH LAUREN

DESIGN YOUR DREAMS

YOUR GIFT

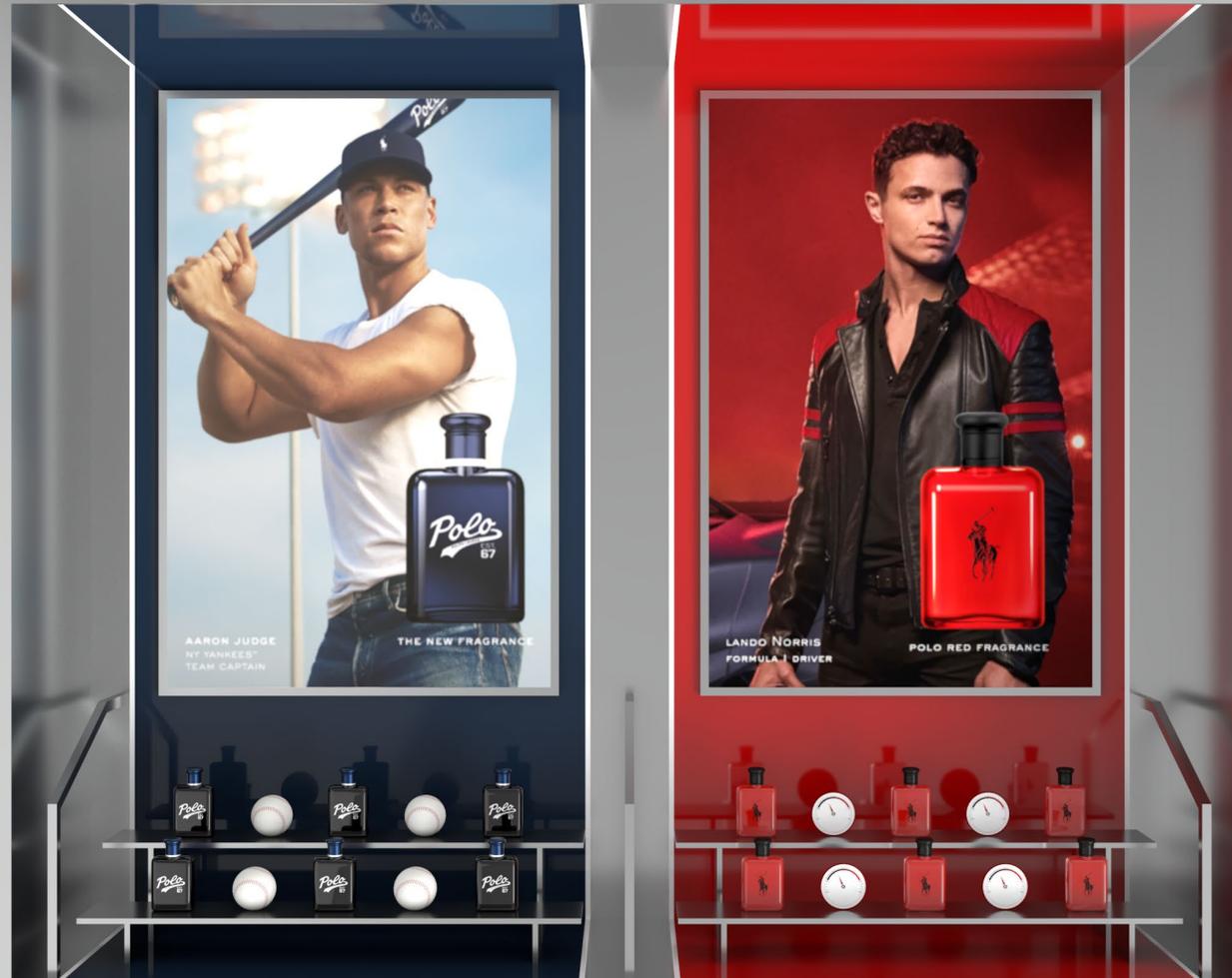
POLO
RALPH LAUREN

Polo
RALPH LAUREN
EST. 67

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WINDOW

RALPH LAUREN



DESIGN YOUR DREAMS

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