

The background image shows three bottles of Polo fragrance by Ralph Lauren. From left to right: a blue bottle, a black bottle, and a red bottle. Each bottle features the Polo player logo. The bottles are resting on a shelf with other Polo products. The entire image is overlaid with a semi-transparent blue filter.

# RALPH LAUREN

## FRAGRANCES

FATHER'S DAY 2025

MERCHANDISING GUIDELINES

AUGUST 2024

## DEAR COUNTRIES,

This Father's Day, we invite you to discover the Ralph Lauren Fragrances library. Inspired by *The Polo Shirt Book*, it illustrates the notion that "Every Story Starts with Dad". Just like his own different interests and experiences, every book within tells the unique story of each Ralph Lauren fragrance.

In the pages that follow, you'll find everything you need to successfully bring this Father's Day to life; from the creative concept, to the POS artwork, our new customization activation, and detailed Merchandising designs at every scale.

Wishing you a Happy Father's Day,

RALPH LAUREN DMI



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CONCEPT

# CAMPAIGN



“Books open windows to the world and have  
the power to transform lives.”

*Ralph Lauren*

CAMPAIGN

THIS FATHER'S DAY,  
THE POLO SHIRT BOOK IS  
REIMAGINED



## CAMPAIGN

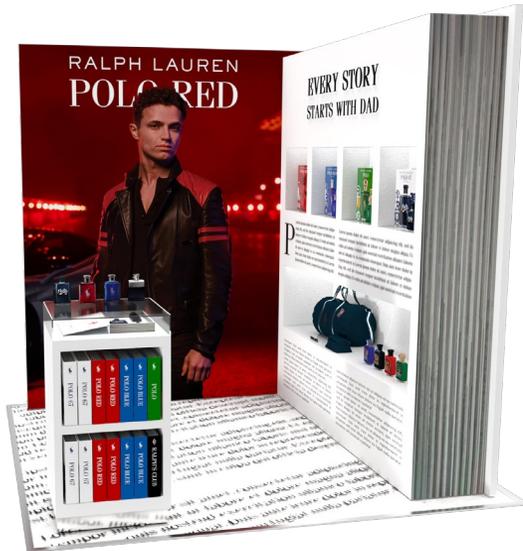
# “EVERY STORY STARTS WITH DAD”

Whether he's a man who adores racing, or athleticism draws him to the sea, or is inspired by traditional sports on the field, or a man of elegance; Ralph Lauren Fragrances has everything for him this Father's Day.

Discover the library of Ralph Lauren Fragrances & immerse yourself in the stories that tell the tale of each fragrance.

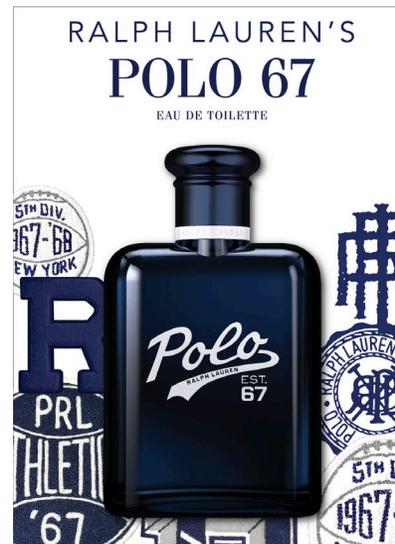
# OBJECTIVES

## 1 IMMERSE CUSTOMERS INTO THE BRAND



Create a library of larger-than-life books to envelope the customer in the world of Ralph Lauren Fragrances.

## 2 STRENGTHEN BRAND CODES



Leverage our brand iconography; 67 swoosh, bottle, pony, brand colors, etc.

## 3 INTRODUCE SPORTS CODES



Tell the unique story of each fragrance by leveraging iconic brand sports codes via Ralph Lauren patches and talent KVs.

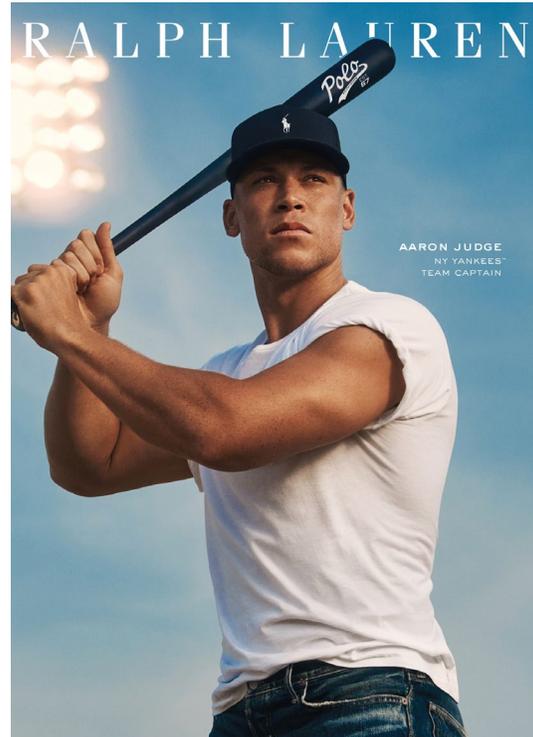
# ARTWORK & MATERIALS

# VISUALS

## PRIMARY KEY VISUAL

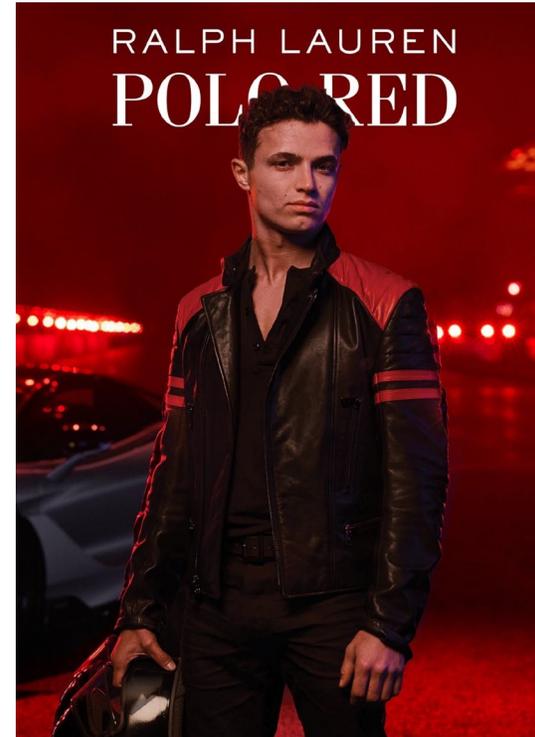


To be used in large configurations when there is a structural logo header.

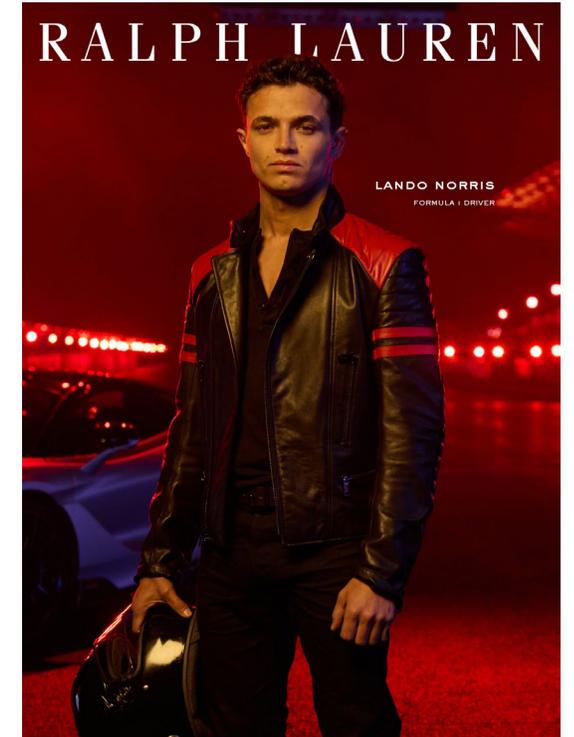


To be used in small configurations where there is otherwise no RALPH LAUREN logo.

## SECONDARY KEY VISUAL



To be used in large configurations when there is a structural logo header.



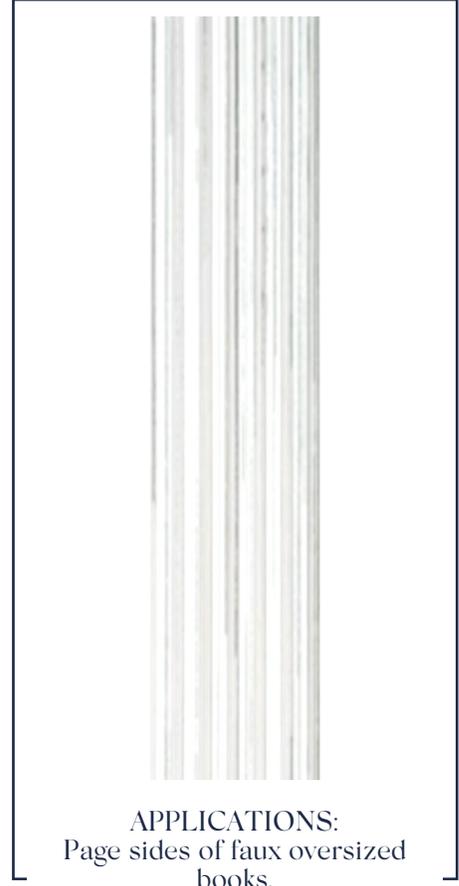
To be used in small configurations where there is otherwise no RALPH LAUREN logo.

Aaron Judge visual must always be placed on the front view of podiums.  
Lando Norris visual is to be placed on the back or side of podiums.  
**Refer to renderings for placement.**

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# GRAPHICS

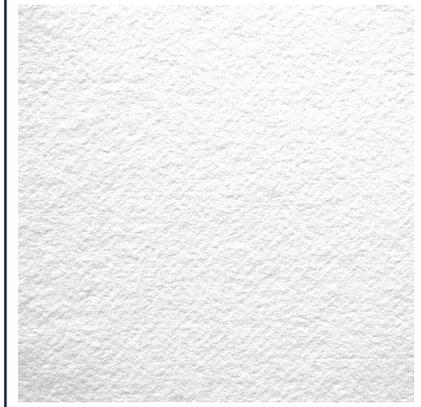
## STRUCTURAL BOOKS



## FLOORING



## BLANK PAPER



APPLICATIONS:  
Podium views that have space for 2+ visuals, where the first is already occupied by a KV. Refer to renderings for placement.

ALL DOORS & INSTALLS:  
Satin finish.

APPLICATIONS:  
Open book pages & walls.  
Refer to renderings for placement.

FLAGSHIP & TIER A:  
Matte finish.

APPLICATIONS:  
Page sides of faux oversized books.

FLAGSHIP AND TIERS A & B:  
Not applicable. See p.13

PERFUMERIES:  
Matte finish.

APPLICATIONS:  
Flooring.

ALL DOORS & INSTALLS:  
Matte vinyl on a thin platform.

APPLICATIONS:  
Book interior walls & perfumery surfaces.

ALL DOORS & INSTALLS:  
Matte finish.

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# LOGOS & COPY

TO BE BLACK, SATIN FINISH.  
TO BE BACKLIT DIE CUTS WHEN POSSIBLE.

LOGO

**R A L P H L A U R E N**

GWP SIGNAGE

To be used when more than 1 GWP is being offered/displayed.

**YOUR GIFTS**

GWP SIGNAGE

To be used when more than 1 GWP is being offered/displayed.

**YOUR GIFT**

TAGLINE

Use on 1 or 2 lines depending on surface's spacing / padding.

**EVERY STORY  
STARTS WITH DAD**

**EVERY STORY STARTS WITH DAD**

POLO PATCH CUSTOMIZATION AREA SIGNAGE

**POLO PATCH WORKSHOP**

NON-POLO PATCH GIFTING AREA SIGNAGE

**MAKE IT YOURS**

# MATERIALS

## GENERAL

### WHITE



**APPLICATIONS:**  
Header, fixtures, shelving.

**ALL DOORS & INSTALLS:**  
Lacquer to match  
Formica 949.  
Semi-gloss finish.

### SILVER

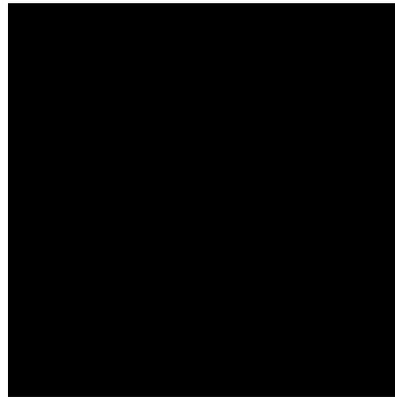


**APPLICATIONS:**  
Header top and bottom,  
toe kicks, flooring border.

**FLAGSHIP & TIER A:**  
Aluminum polished metal  
profile.

**TIERS B & C:**  
Aluminum polished  
laminate.

### BLACK



**APPLICATIONS:**  
Logos, Ralph's Club wall,  
and all copy  
(taglines, CTAs, etc.)

**ALL DOORS & INSTALLS:**  
Lacquer to match  
Formica 909.  
Satin finish.

### PAGE PROFILES



**APPLICATIONS:**  
Wall sides.

**FLAGSHIP & TIER A:**  
Laminated and/or  
rippled substrate.  
To match Formica 949.

**TIERS B & C:**  
Graphic print  
(see p.11)

### FLOORING



**APPLICATIONS:**  
Header, fixtures, shelving.

**ALL DOORS & INSTALLS:**  
Black silkscreen on high-  
impact pure white  
substrate.

# MATERIALS

## BRAND-SPECIFIC

### POLO RED



APPLICATIONS:  
Risers & shelving.

ALL DOORS & INSTALLS:  
Substrate with satin finish,  
color to match Polo Red set.  
If no set is available, match  
HEX #B80F20.

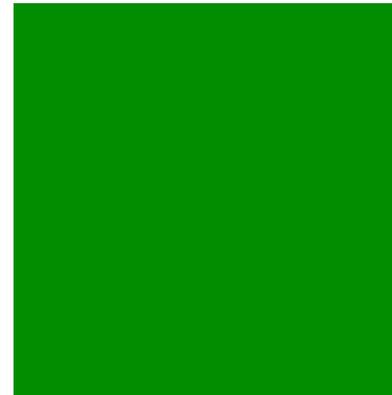
### POLO BLUE



APPLICATIONS:  
Free-standing arches, risers, and  
shelving.

ALL DOORS & INSTALLS :  
Substrate with satin finish,  
color to match Polo Blue set.  
If no set is available, match  
HEX #124B9C.

### POLO GREEN



APPLICATIONS:  
Free-standing arches, risers, and  
shelving.

ALL DOORS & INSTALLS :  
Substrate with satin finish,  
color to match Polo Green set.  
If no set is available, match  
HEX #00872F.

### POLO BLACK



APPLICATIONS:  
Free-standing arches, risers, and  
shelving.

ALL DOORS & INSTALLS :  
Substrate with satin finish,  
color to match Polo Black set.  
If no set is available, match  
HEX #9D9E9E.

# NON-PERMANENT ANIMATION

# POP-UP TOP VIEW

Gifting  
↓

Polo 67 →

← Ralph's Club

Polo Blue,  
Polo Black,  
Polo Green →

Main testing  
of all brands

← Polo Patch Workshop



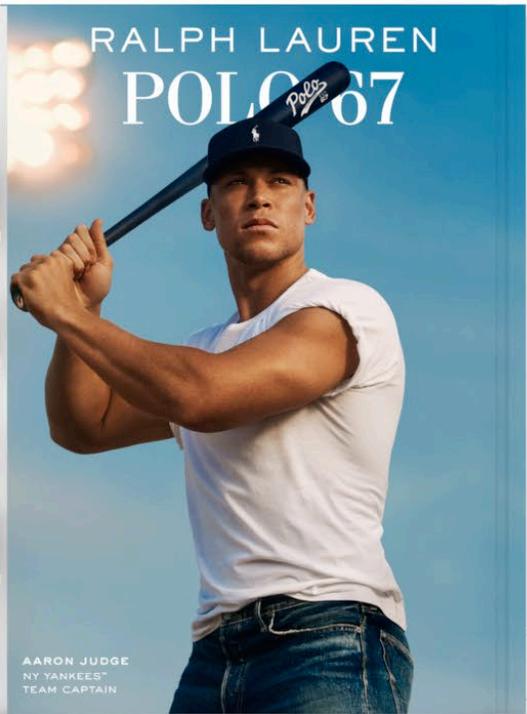
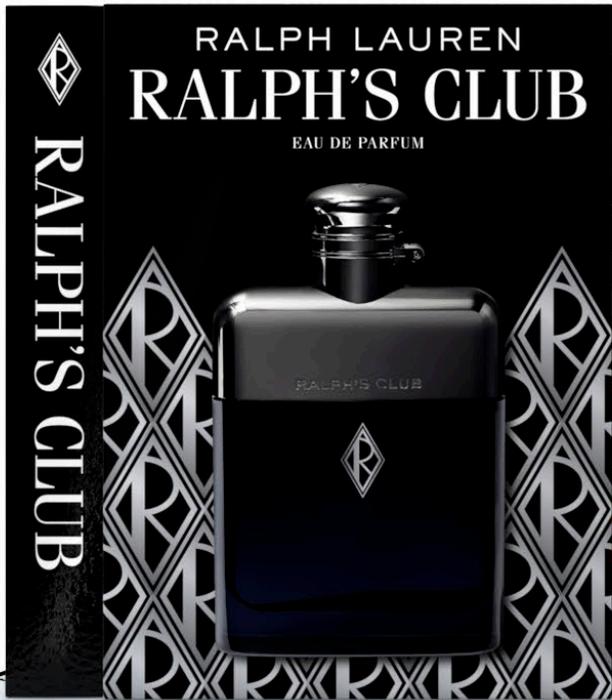
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POP-UP  
FRONT VIEW



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# POP-UP BACK VIEW



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# POP-UP

RIGHT ANGLED VIEW



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# POP-UP

LEFT ANGLED VIEW



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# POP-UP RALPH'S CLUB



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# POP-UP

## CENTRAL TABLE & GIFTING



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# POP-UP

## CENTRAL TABLE TESTING

### BOOK TESTING

Consumer picks up a book and flips through it to release its scent.

Each book is to speak to its corresponding fragrance and portray its appropriate copy and images (refer to p.11).

Books are to be infused/sprayed with their corresponding fragrance.  
Customers may also top it up themselves by spraying the tester onto the pages.

Pages must be made from blotter material; non-scented and fragrance-resistant.

### BOOKMARK BLOTTER TESTING

The displayed bookmarks are blotters, to allow customers to test and spray fragrances themselves and be able to take the sample home.

Bookmarks are to be specifically branded to each fragrance.

They must be printed on blotter material; non-scented and fragrance-resistant.



\*\* TESTING BOOKS AND BLOTTERS ARE TO BE PRODUCED LOCALLY \*\*

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# POP-UP POLO PATCH WORKSHOP



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# POP-UP

## POLO PATCH WORKSHOP

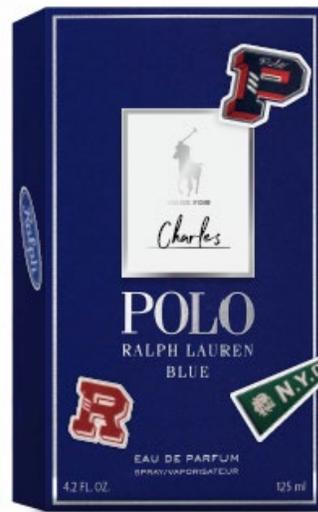
### CUSTOMIZE YOUR BOTTLE

Pick your favorite 3D patch and place it onto your bottle



### CUSTOMIZE YOUR CARTON

Pick your favorite stickers and apply them onto your carton



### CUSTOMIZE YOUR GWP

Pick your favorite 3D patch and place it onto your GWP



# MEDIUM PODIUM

## TOP VIEW



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# MEDIUM PODIUM

FRONT VIEW



RALPH LAUREN

POLO 67

RALPH LAUREN  
POLO 67



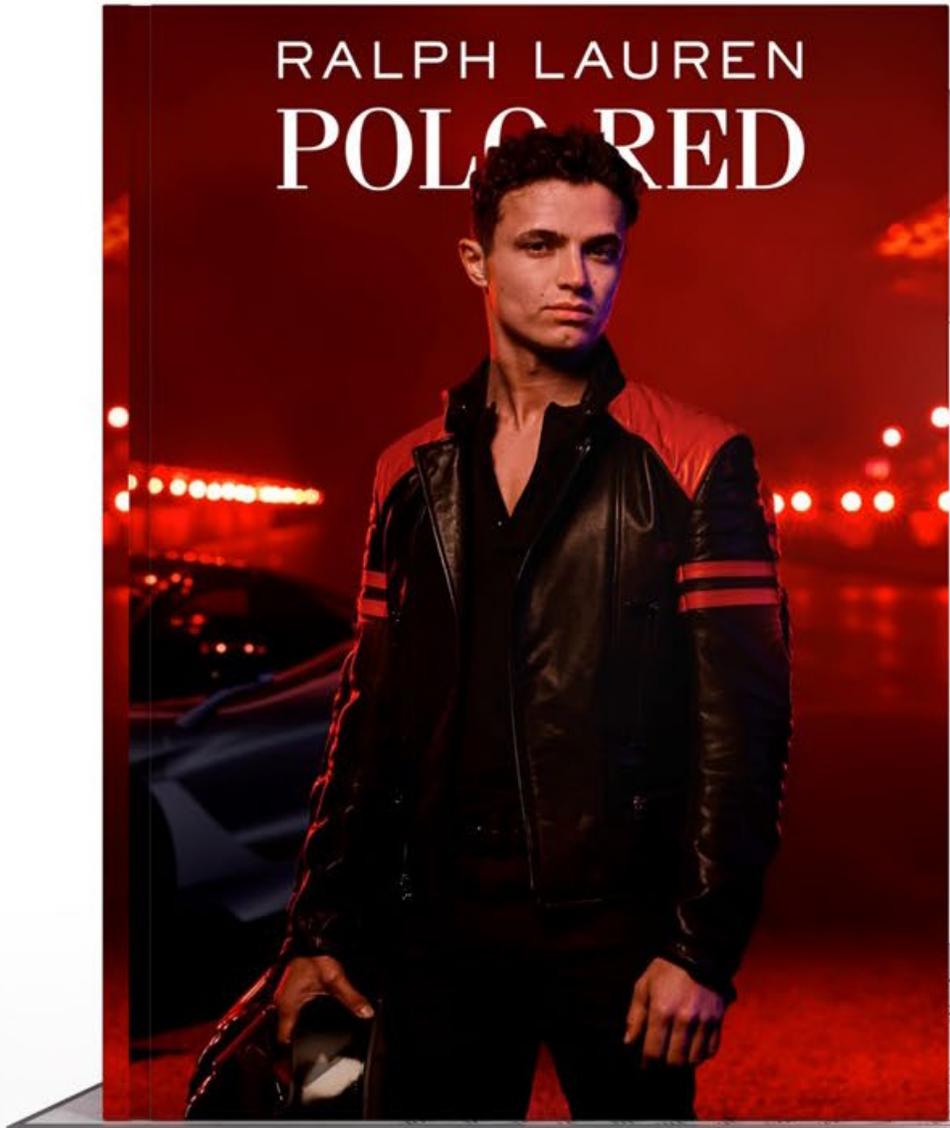
AARON JUDGE  
NY YANKEES™  
TEAM CAPTAIN

YOUR  
GIFT

EVERY STORY  
STARTS WITH DAD

# MEDIUM PODIUM

BACK VIEW



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# MEDIUM PODIUM

BACK ANGLED VIEW



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# MEDIUM PODIUM

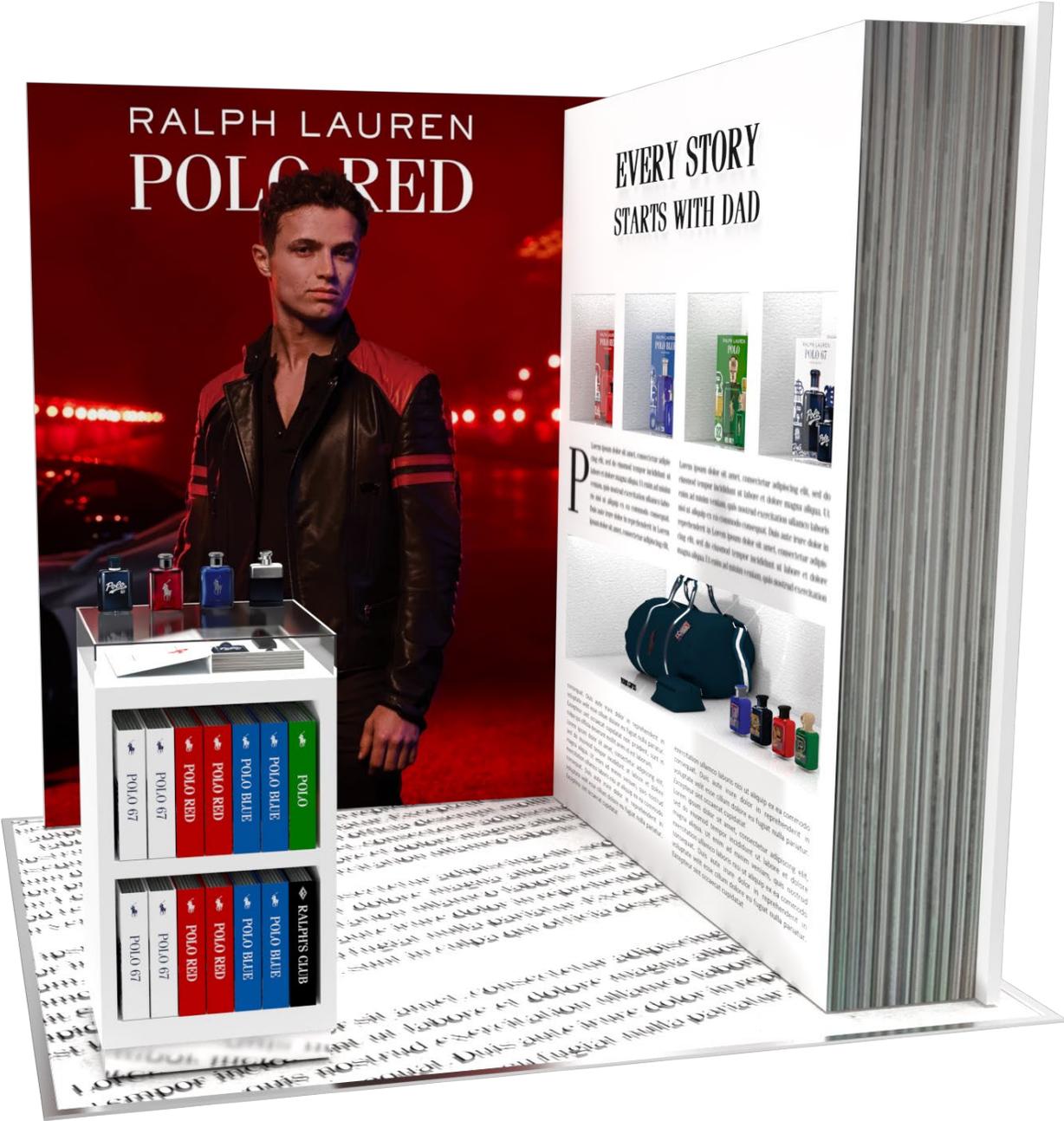
FRONT ANGLED VIEW



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# SMALL PODIUM

## FRONT VIEW



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# SMALL PODIUM

BACK VIEW



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# SMALL PODIUM

SIDE ANGLED VIEW



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# EXTRA SMALL PODIUM (MACY'S INPOST)

PRIMARY VIEW



SECONDARY VIEW



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# PERFUMERIES

ENDCAP



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# BOOT'S TOD

LEFT ANGLED VIEW



RIGHT ANGLED VIEW



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# LAUNCH TABLE

LEFT ANGLED VIEW



RIGHT ANGLED VIEW



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