RALPH LAUREN

Patience is Bitter, but the Result is Fruitful

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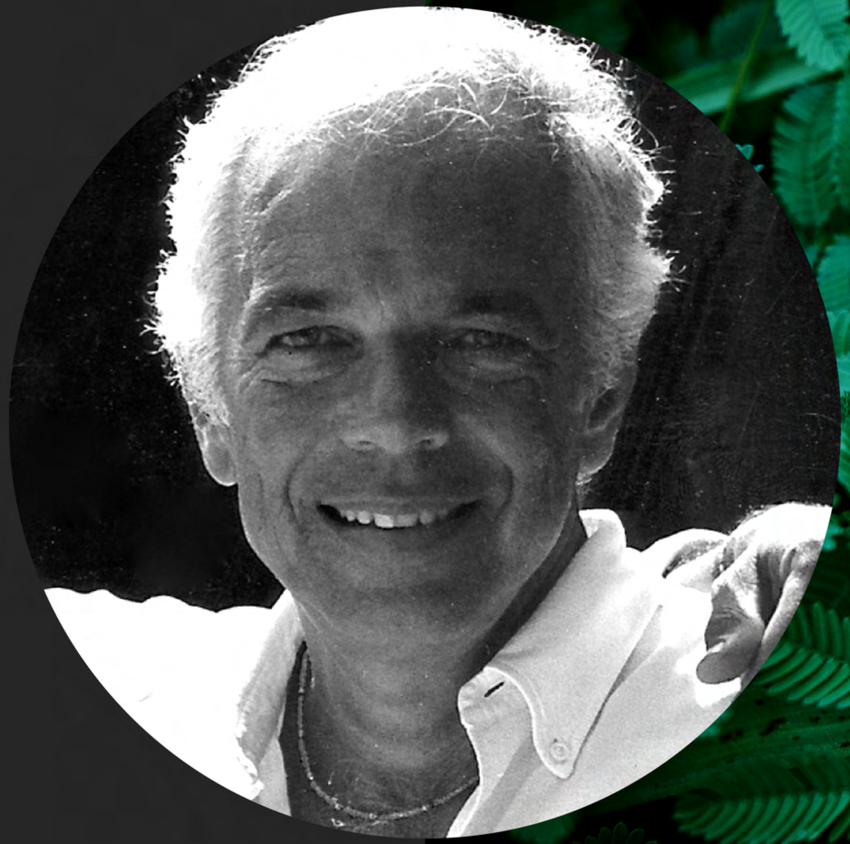
BACKGROUND
The World of Ralph Lauren

RALPH LAUREN



American fashion company founded in 1967 by American fashion designer Ralph Lauren

Began with men's ties

Showing his interest in sports, he named his first complete line of menswear "Polo" in 1968

ENVIRONMENTAL, SOCIAL, AND GOVERNANCE

The Earth Polo

Recycle plastics

Fragrance

Natural-origin

Hospitality

Taste and enjoy

Pink Pony

Fight Cancer

RL Pride

Support LGBTQIA+

Innovation

Virtual store

45%

Fruit & vegetables Food Losses

CONCEPT

The New Business Plan

Executive Summary

Current Business Spectrum

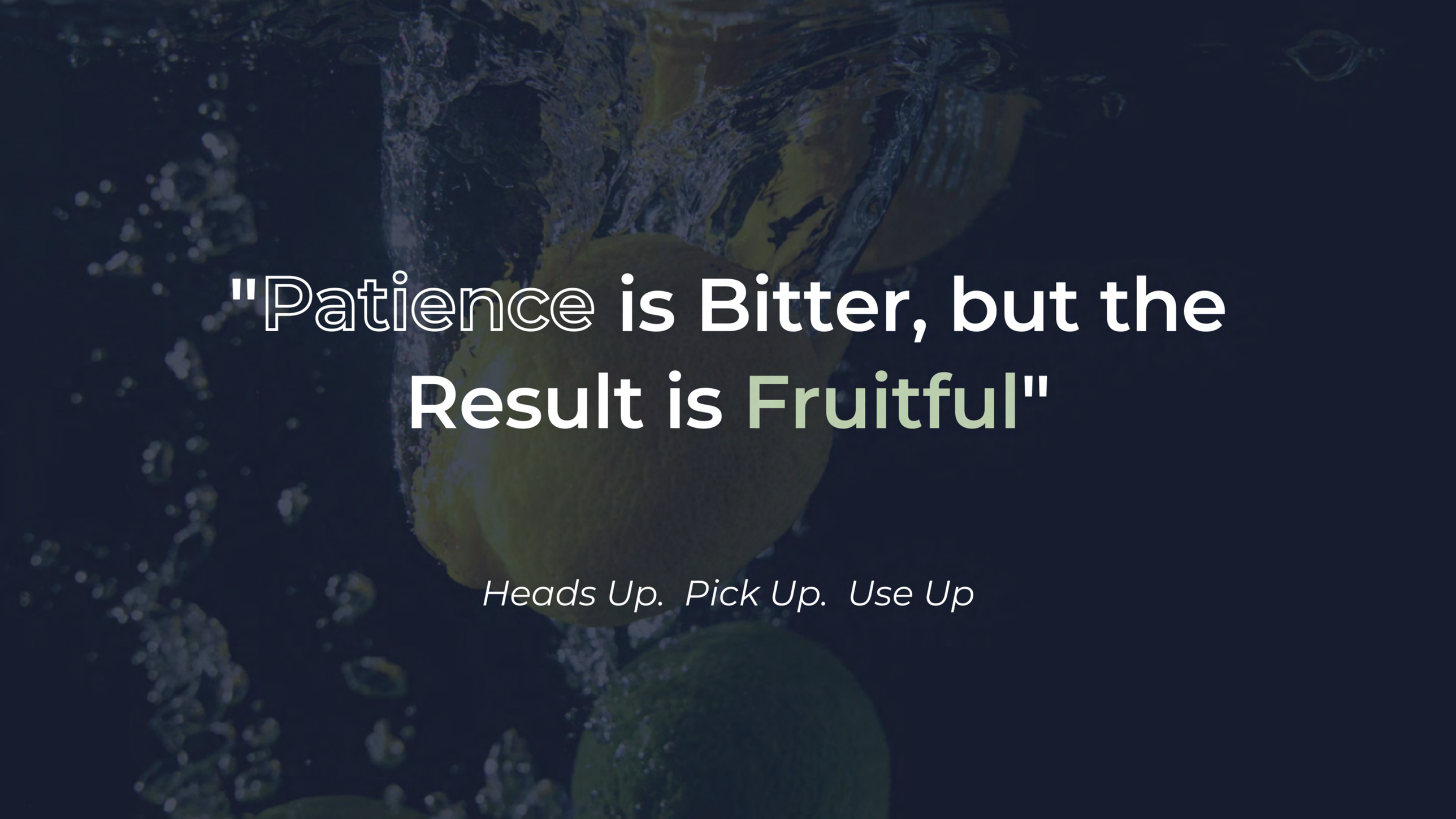
Ralph Lauren has been widening its focus into different categories: apparel, accessories, home, fragrances, and hospitality. Not only the development of clothing but also lifestyle recognization is progressed.

- The Earth Polo
- Polo Earth Eau De Toilette
- Design the change
- Hospitality
- Pink Pony
- RL Pride
- Innovation

New Business Plan

Inspired by Ralph's Coffee in Harbour City, we would like to build a cyberspace platform for families and raise awareness of Ralph Lauren's sustainable act. We are willing to encourage kids to experience our service by learning more about fruit fibers and plastic circulation.

Like what we experienced in Ralph's Coffee in Harbour City, Ralph Lauren is progressing to change its brand image and strengthen its ESG action. Our new project, The Green Label, will be added to Ralph Lauren’s new innovative and sustainable projects.


"Patience is Bitter, but the Result is Fruitful"
Heads Up. Pick Up. Use Up

Goals

✓

Fruit Fiber

Broaden the reponsible sourcing

✓

Awareness

Raise awareness of family units

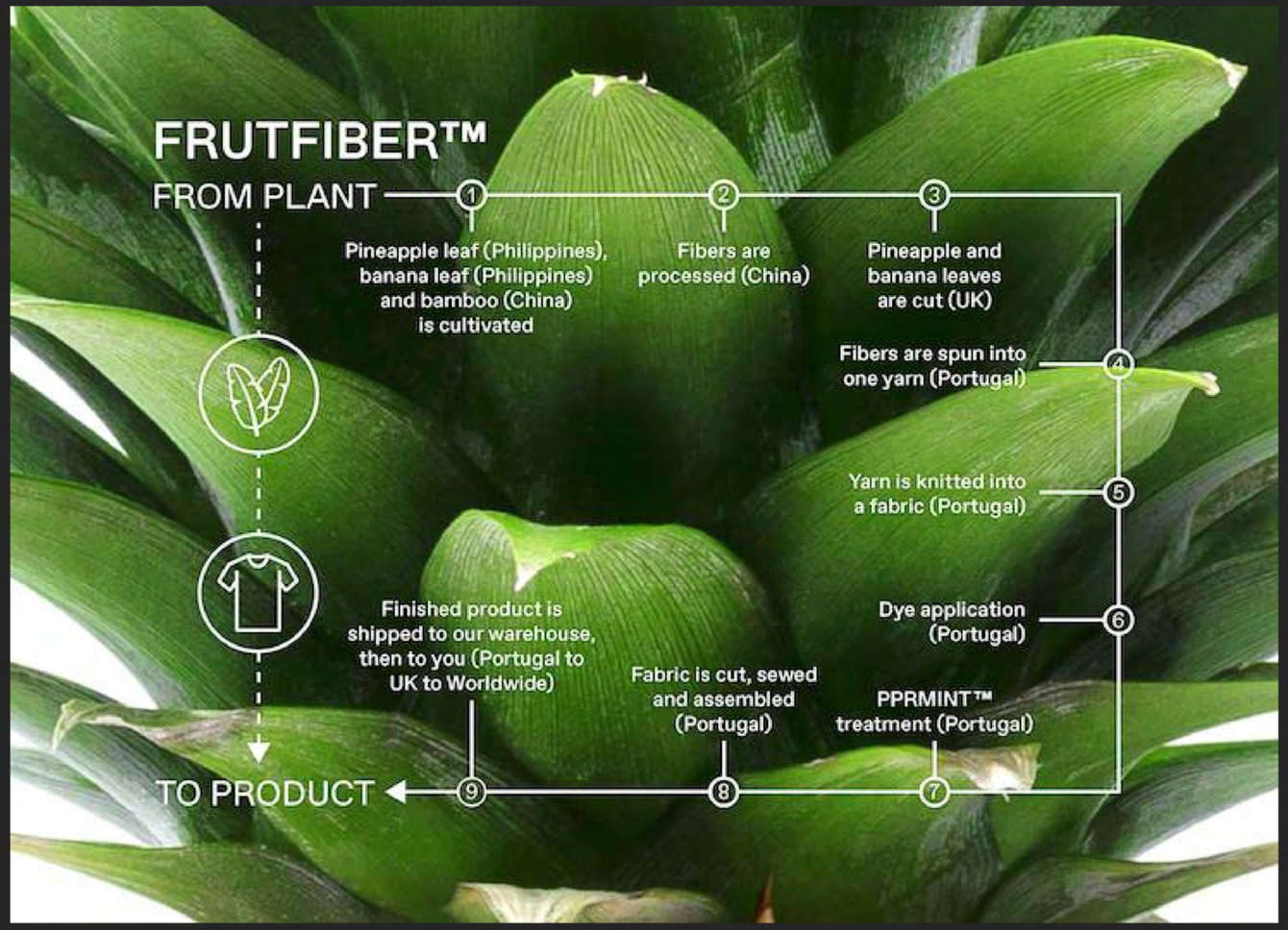
✓

Loyalty

Target kids to be loyal customers

Types of Fruit Fibers

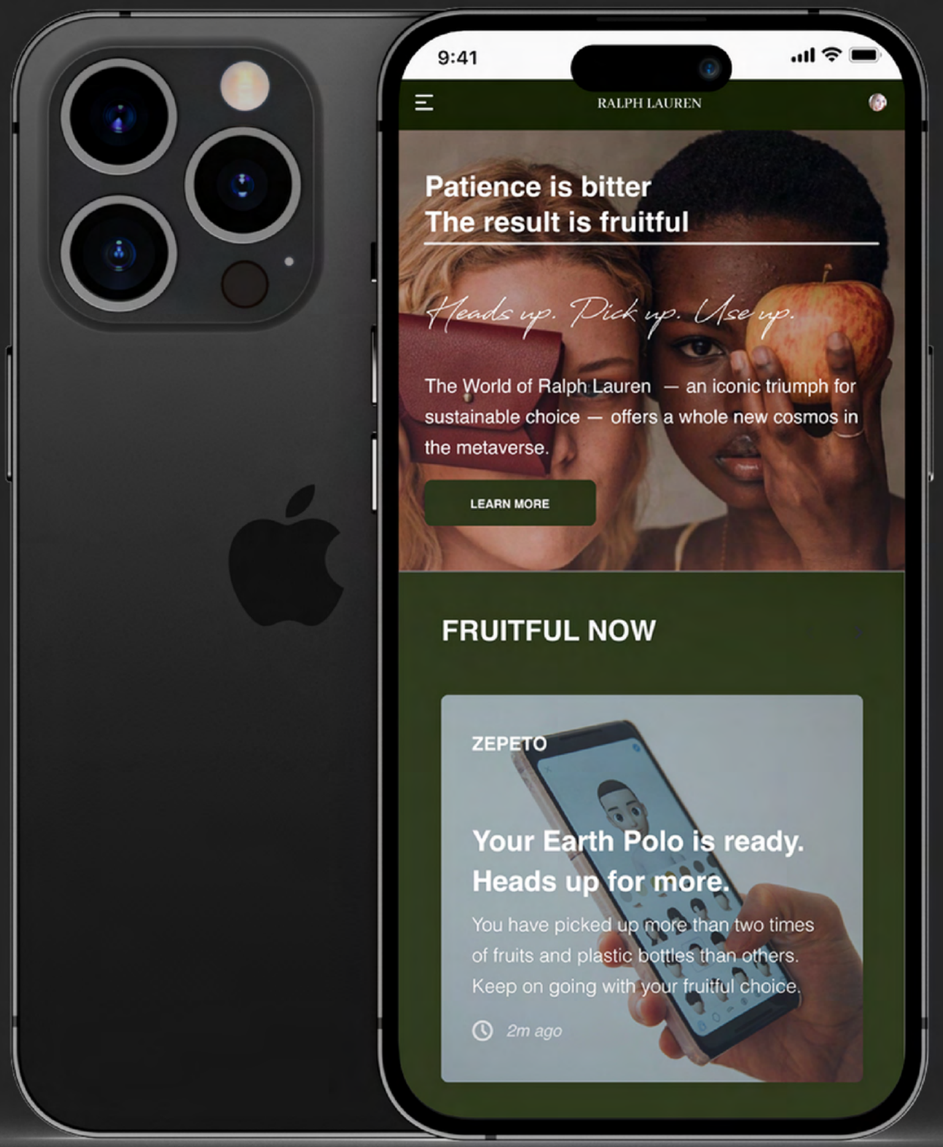
Banna, pinapple, orange, coconut, grape, apple and olive



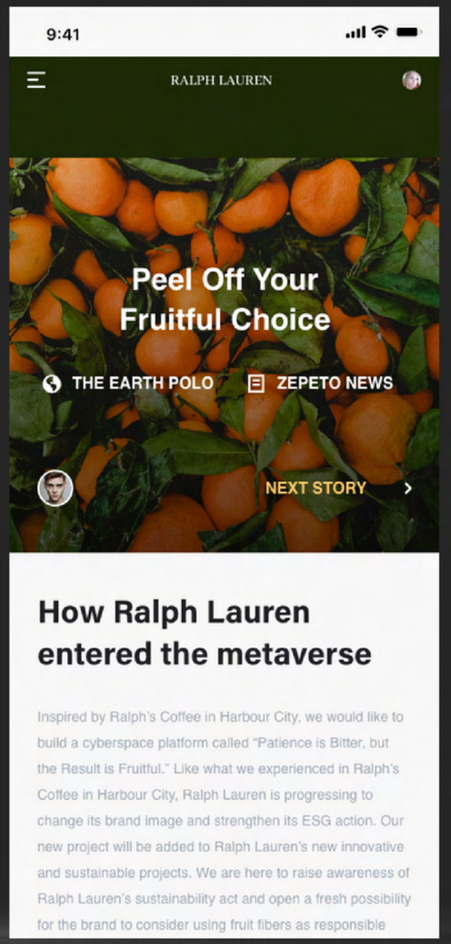
BUSINESS MODEL

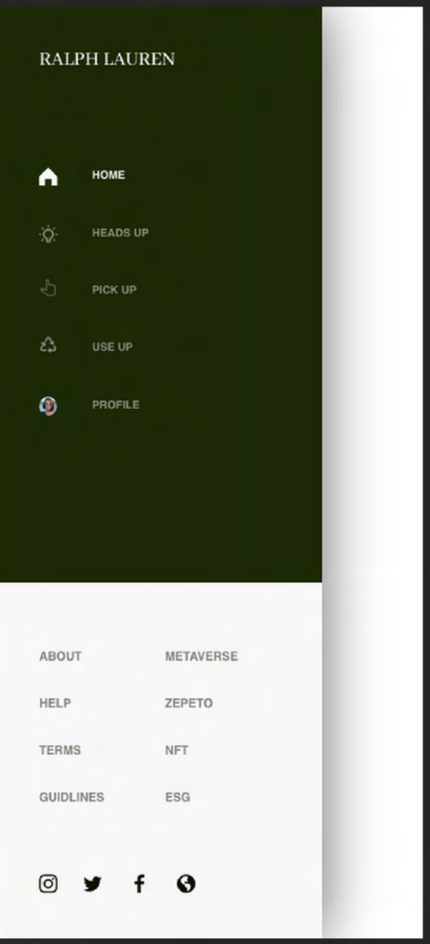
Service and Metaverse Prototype

Mobile Application



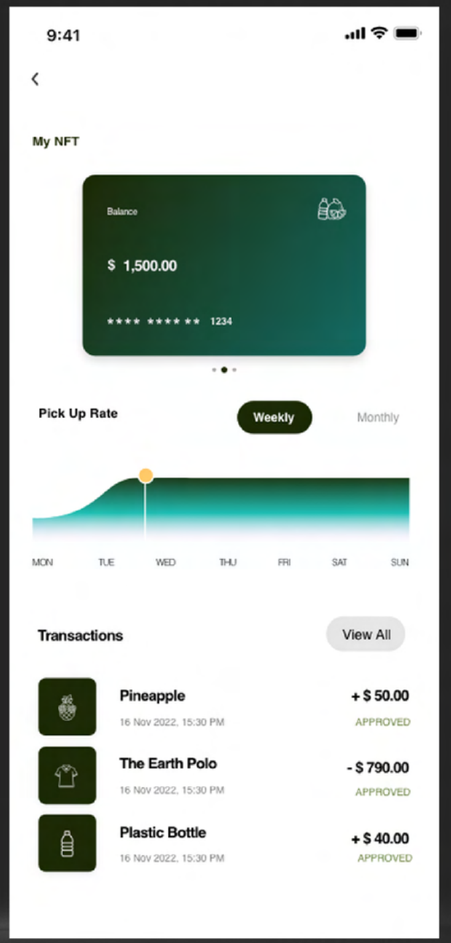
Customers can download the application to get updates from Ralph Lauren on Fruit Fibers and Metaverse. Parents can read the newsletters and guide their children through projects.

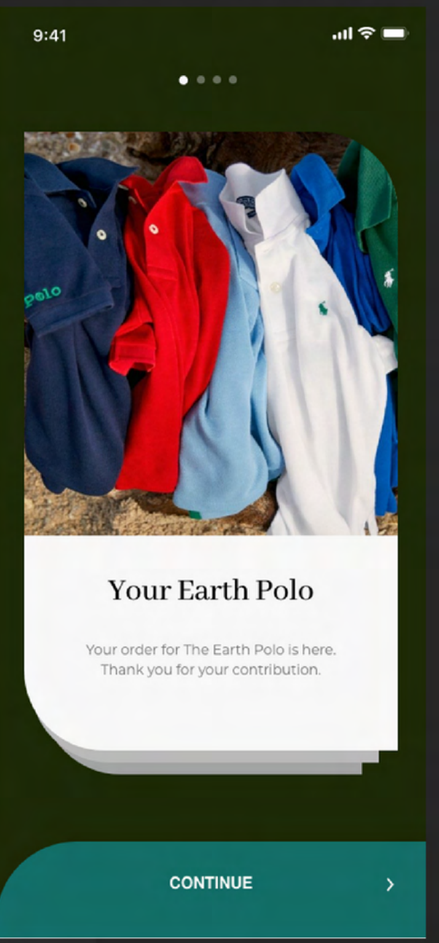




Mobile Application

My NFT shows the points they earned, and each fruit and bottle count for 100 points. Also, membership cards link with transaction history. Your Earth Polo presents which polo shirt they made in the generator on Zepeto World.





Mobile Application

Users can select the "Pick Up" tab to join The World of Ralph Lauren Awareness Program on Zepeto. They can also check the feeds of their Zepeto friends to see their activities.

Fruits

Collect dropped fruits

NFT

Exchange them to NFT

Pick Up The Earth Polo

The Earth Polo shirt

NFT coins for change

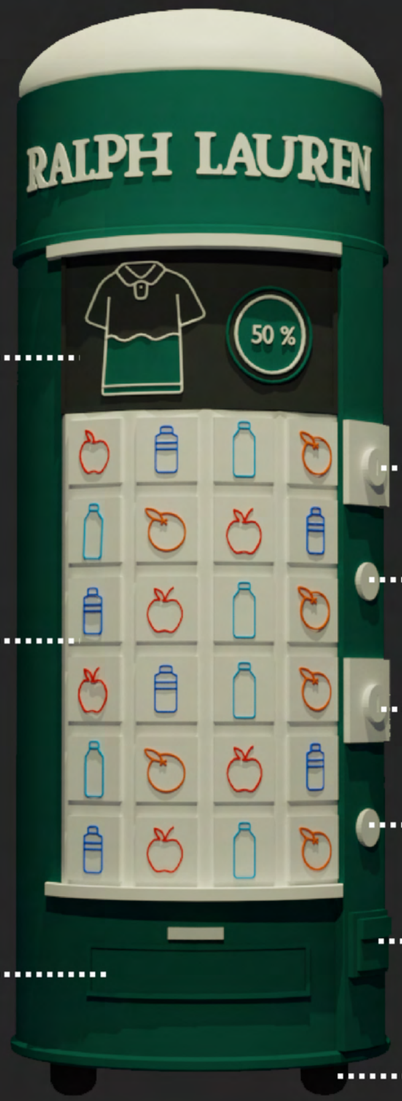
3D Modelling Prototype

Front Back Right Left

The Earth Polo Generator

Customers can use up their plastic bottles and fruits collected in the metaverse.

When characters put them in, they will be aware of how many bottles or fruits they willmore to get The Earth Polo shirt.



Display

Bottles and Fruits tray

Pick up box with a drop sensor

Swipe a card for adults

Botton for adults

Swipe a card for kids

Botton for kids

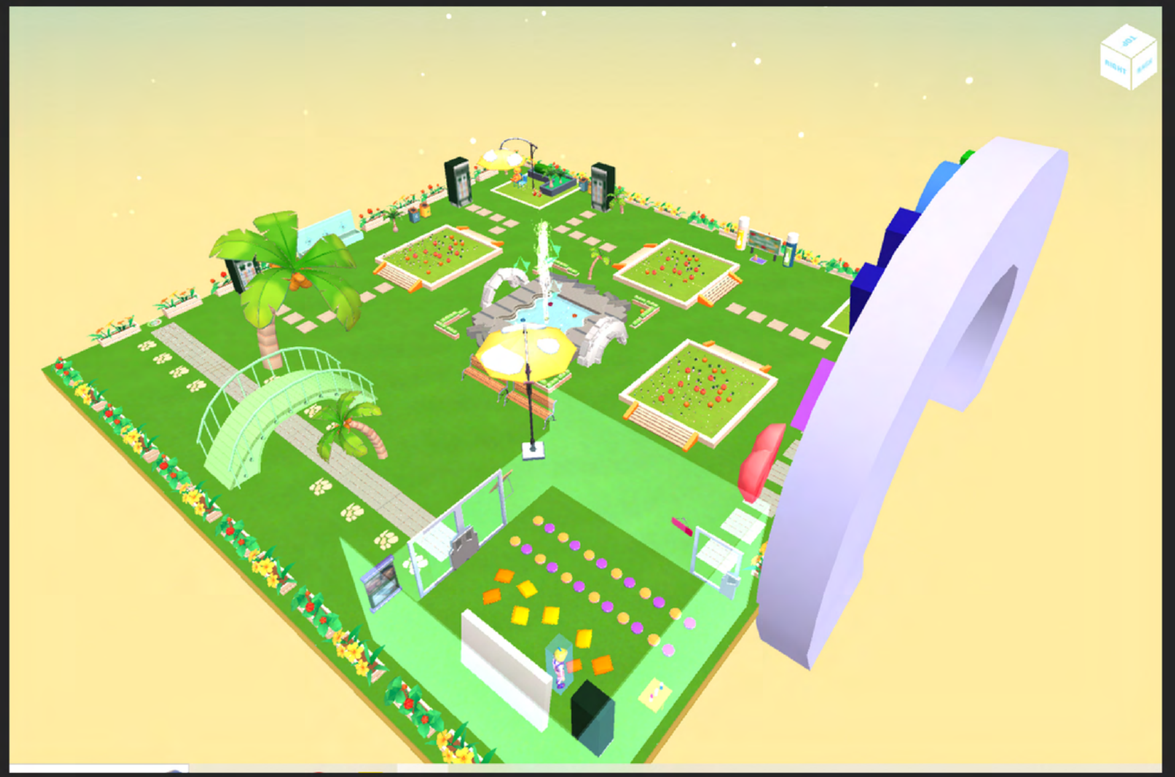
NFT Coin Retern

Wheels

ZEPETO World : Front

ZEPETO World : Side

ZEPETO World : Top

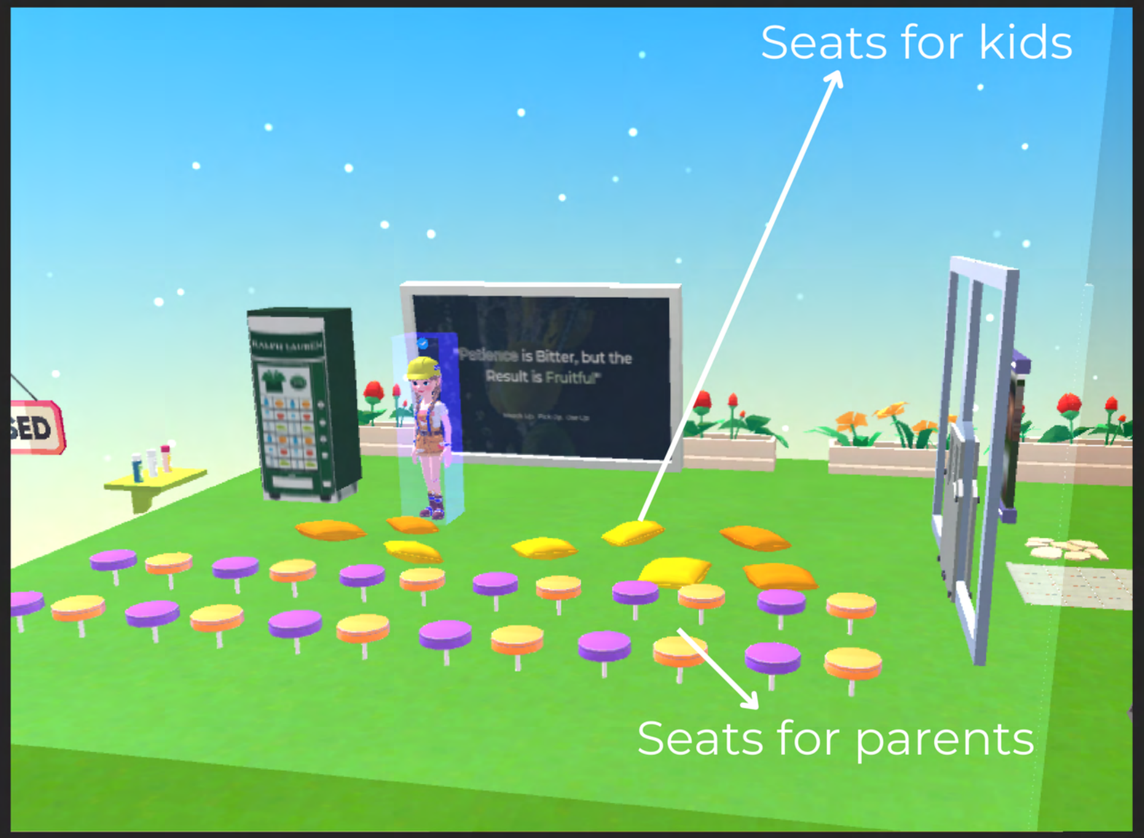


ZEPETO World

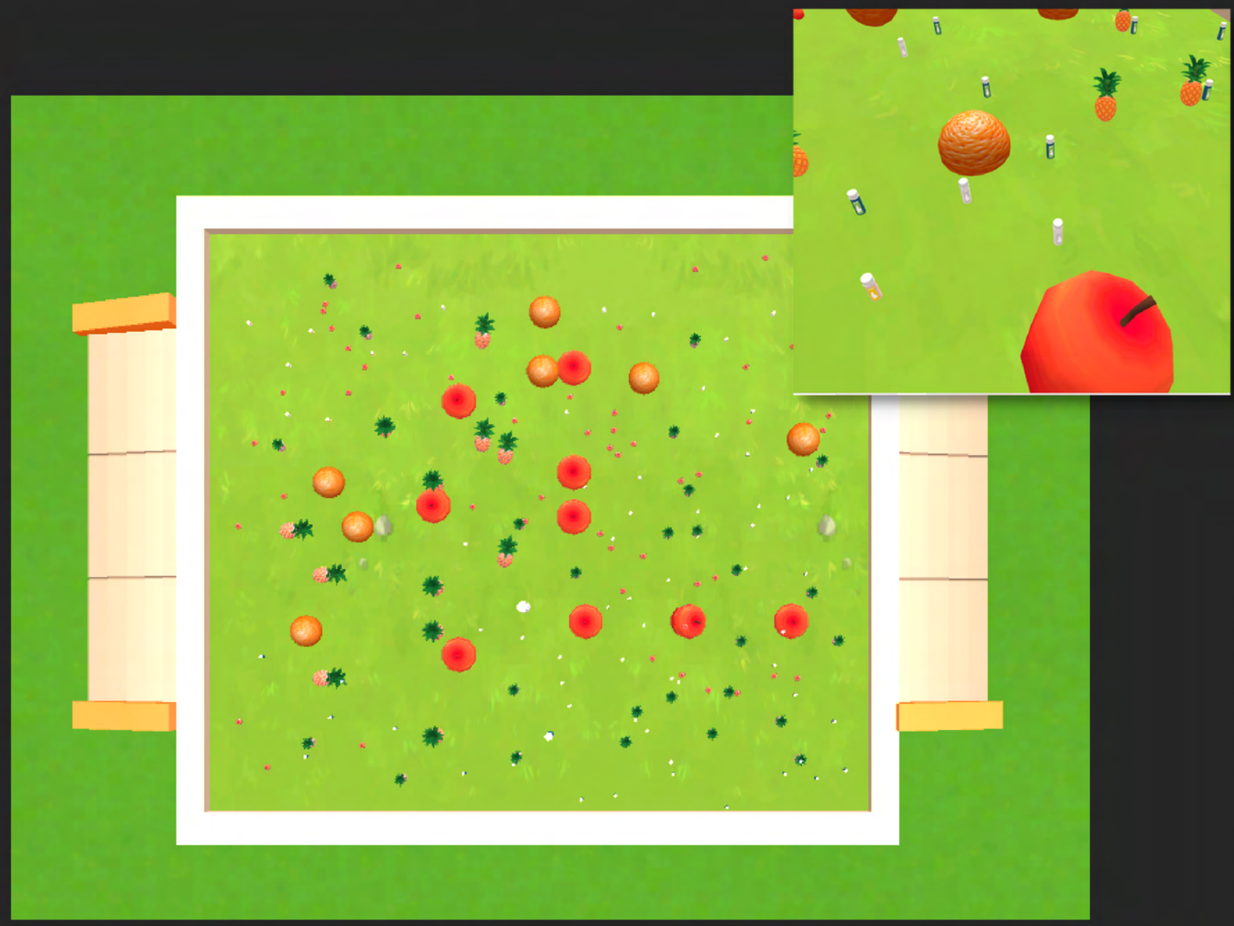
Chracters will be appear

Display that shows our app

ZEPETO World

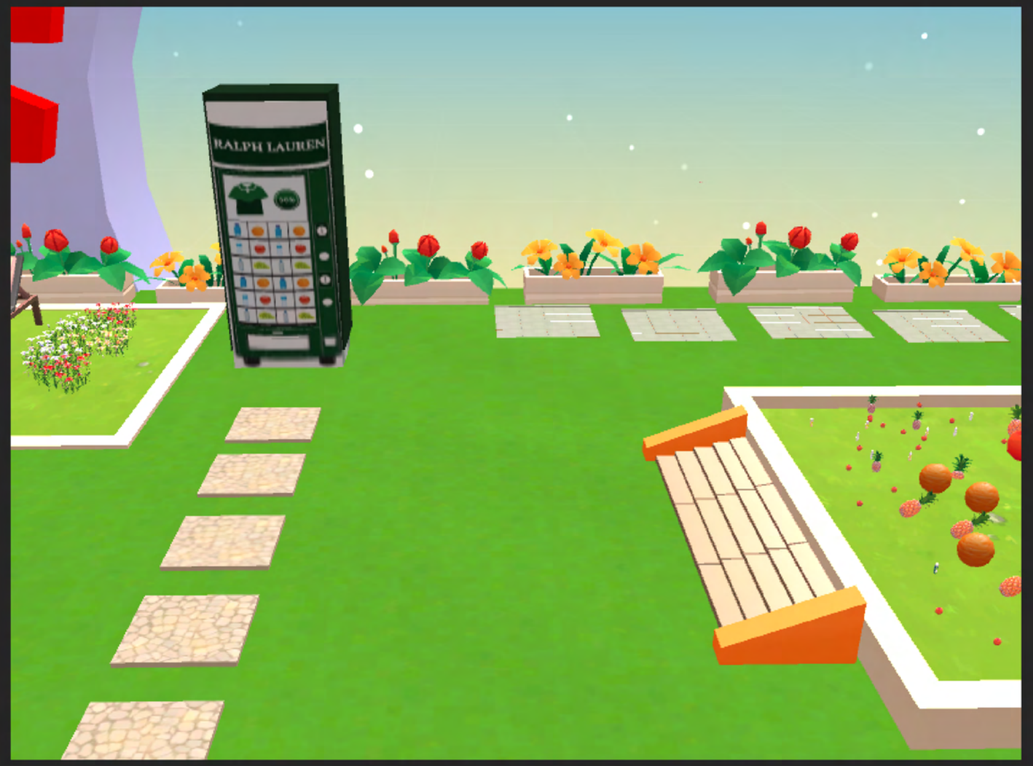


Class room: Learning our service & Vending machine

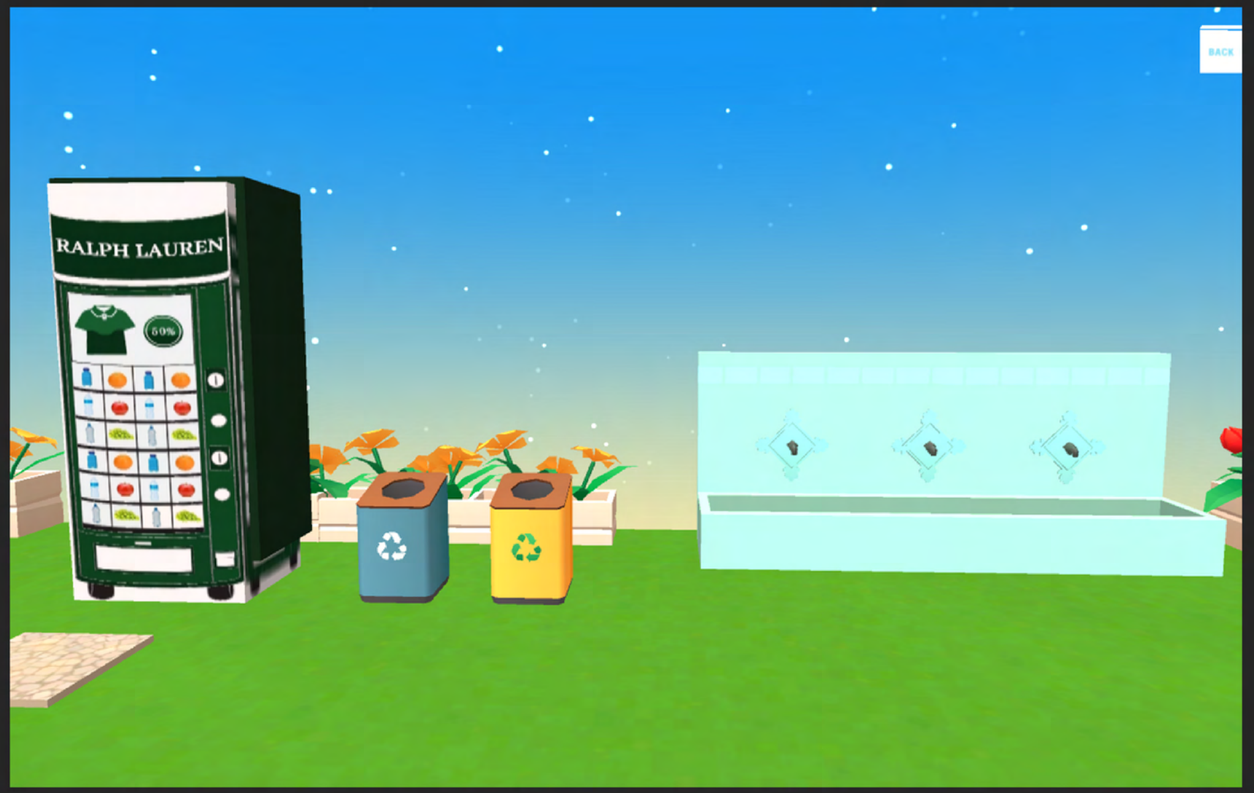


Picking area

ZEPETO World



Vending Machine



Vending Machine & Recycling bins & Washing area

ZEPETO World

Parents' rest zone

ZEPETO World

Fountain & Kids' rest zone

Photobooth

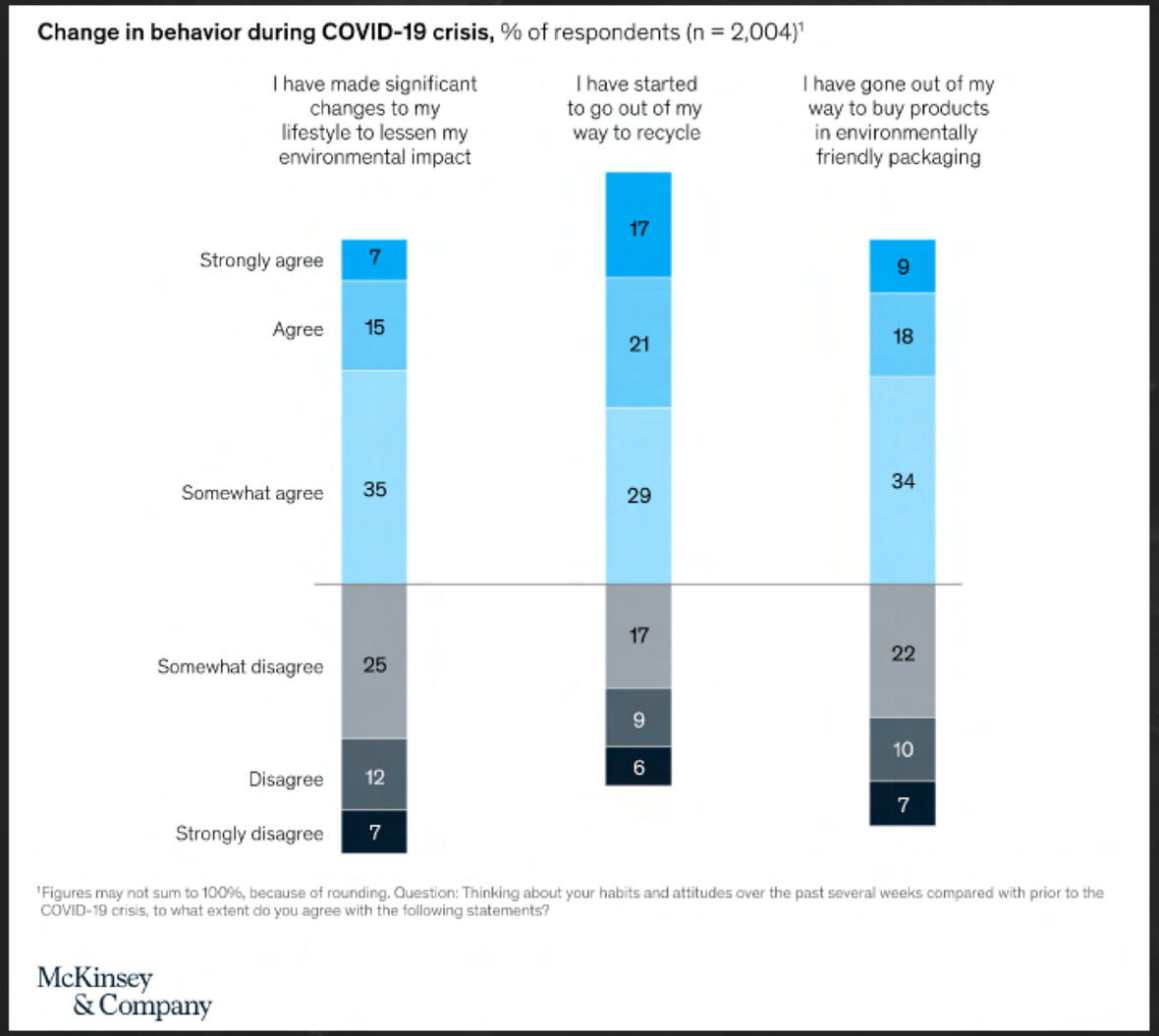
ANALYSIS
The Industry Forecast

Market Analysis

Fruit Fiber and Sustainability

- The biomaterial market in the fashion industry is quickly developing.
- The fashion labels searching for low-impact alternatives for Polyurethane (PU) and Polyvinyl chloride (PVC).
- The Retail field has changed the focus on challenging plant-derived products.
- Consumers have become more responsible for industrial lavish and landfills. A large number of retailers answer by recyclability.
- 46% of consumers slightly agree, and 38% highly agree their consumption routines affect the climate.
- Still, 52.5% assure that brands and governments should show obligations for sustainability approaches.

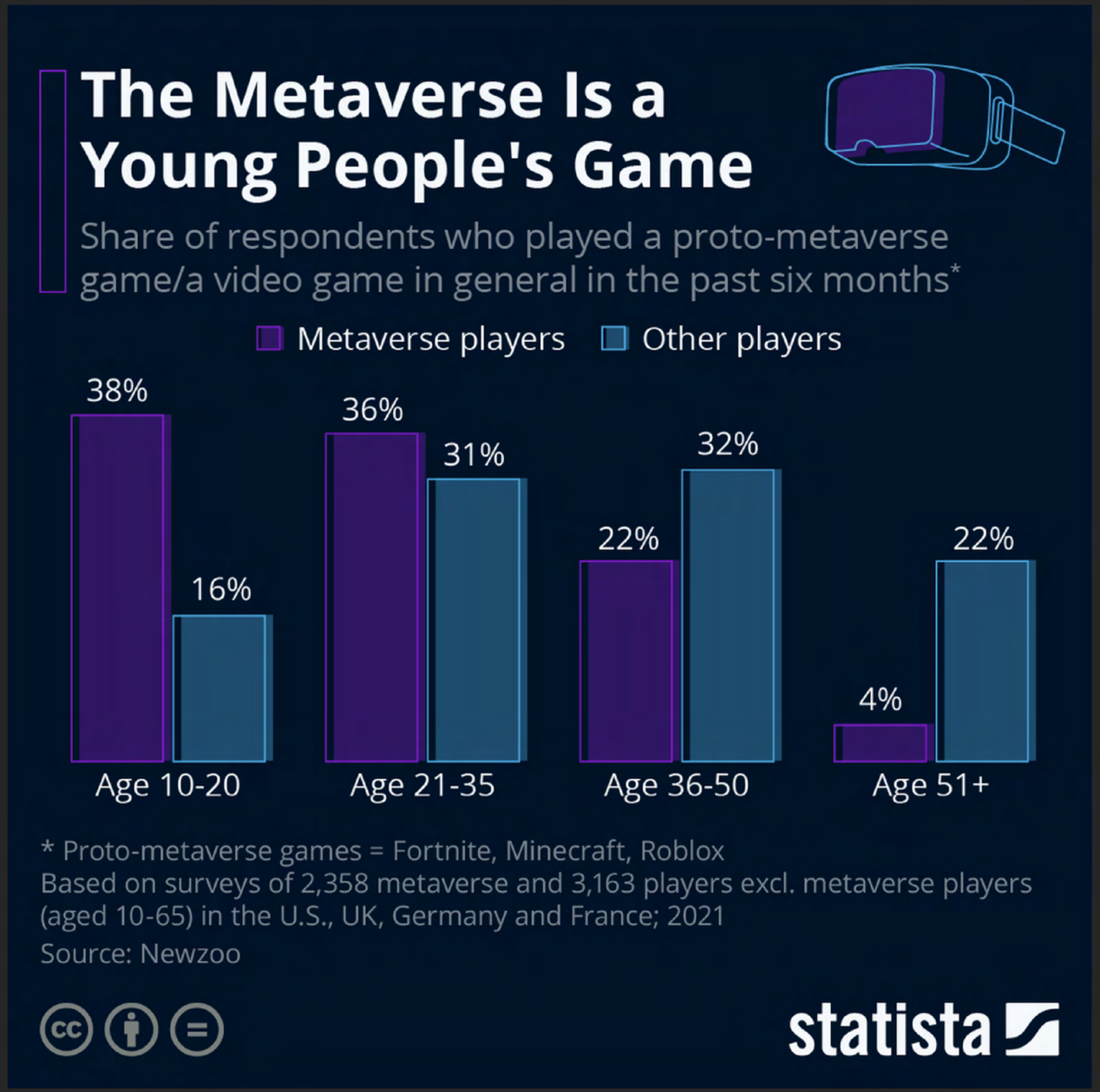
POTENTIAL TARGET CUSTOMER



67 % Consumers..

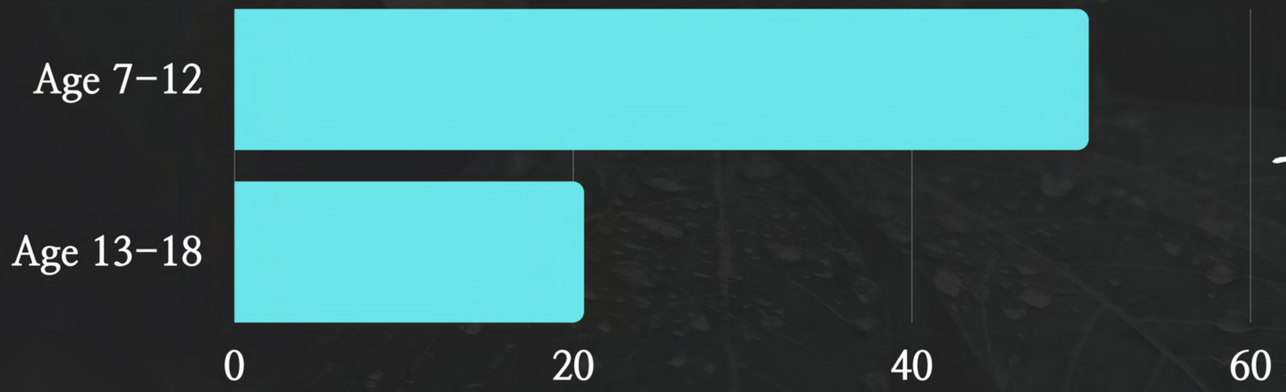
- Changes their behavior to achive sustainability goals
- Purchasing durable products

According to data from Statistica, 38 percent of gamers between the age of 10 to 20 in key video game markets have played a proto-metaverse game in 2021.



Zepeto

Nielsen Korea- Zepeto Users in 2021



7 out of 10 users are children and adolescents.

- Age 7-12 : 50.4 %
  Age 13-18 : 20.6%

YOUNG ADULTS

MILLENNIAL AND GENERATION Z

- To offer experience of our service to kid customers, we believe that we have to persuade their parents.
- Millennials and Generation Zs came of age at the same time that online platforms and social media gave them ability and opportunity to share their opinions
- YPulse found 58% of Gen Z and 47% of Millennials want brands to create more eco-friendly products.

KIDS

TARGETING CHILDREN

- Our goal is making children as loyal customer
- In order to turn kids as loyal customers, we will promote our service to exsiting target customers who value family oriented.

SWOT ANALYSIS

The Industry Forecast

STRENGTH

Raise ESG Brand Image

- Promoting Earth Polo through our service
- Innovating in virtual worlds is essential to engaging the next generation of consumers

Raise Family Awareness

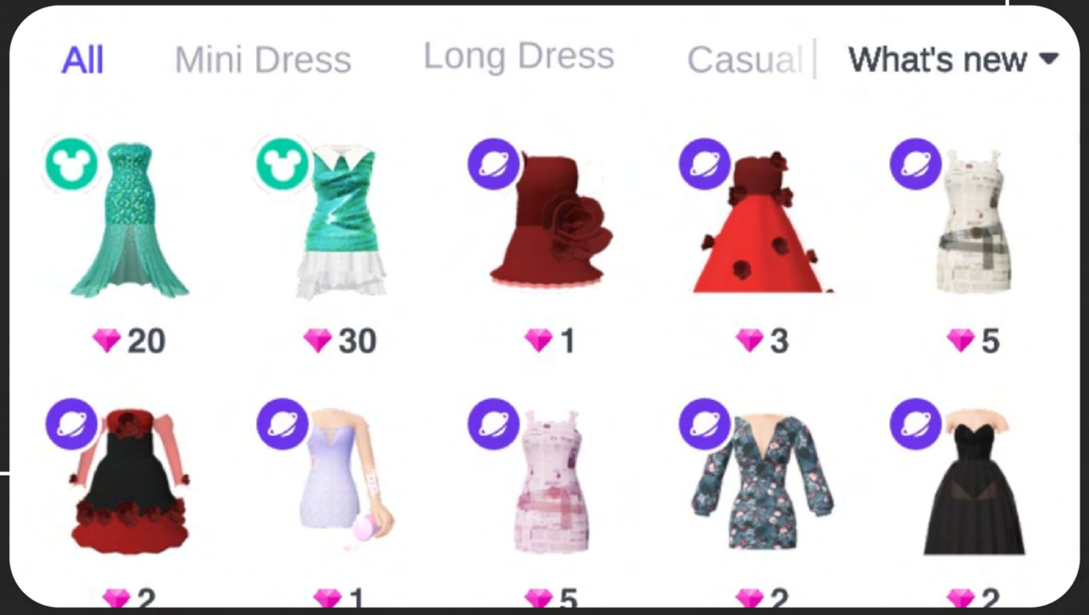
- Practicing sustainability action through our service
- Pre-educating kids of sustainablity

WEAKNESS

Re-Measuring the Value Using NFT

- Difficult to Re-measure value the actual products using NFT
- Difficult to exchange into brand value through metaverse

- Challenge to promote to parents

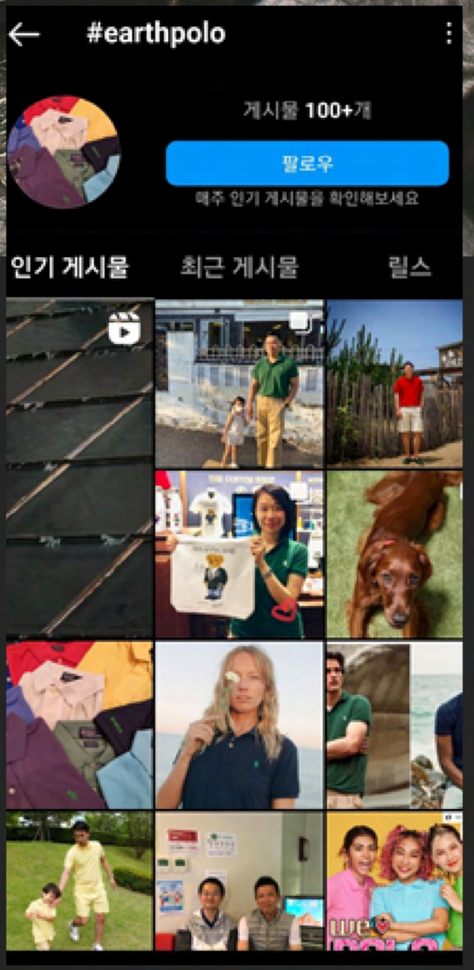


OPPORTUNITY

Partnership with Zepeto

- Partnership with Zepeto-> Helps to target young customer including kids
- Opportunity to make participants to become Ralph Lauren's loyal customers introducing our service
- Increasing E-commerce by selling & purchansing products
- Also good opportunity for Zepeto to build a 'safe app' that their kids can use by introducing our service

OPPORTUNITY



#Patience is Bitter, but the Result is Fruitful

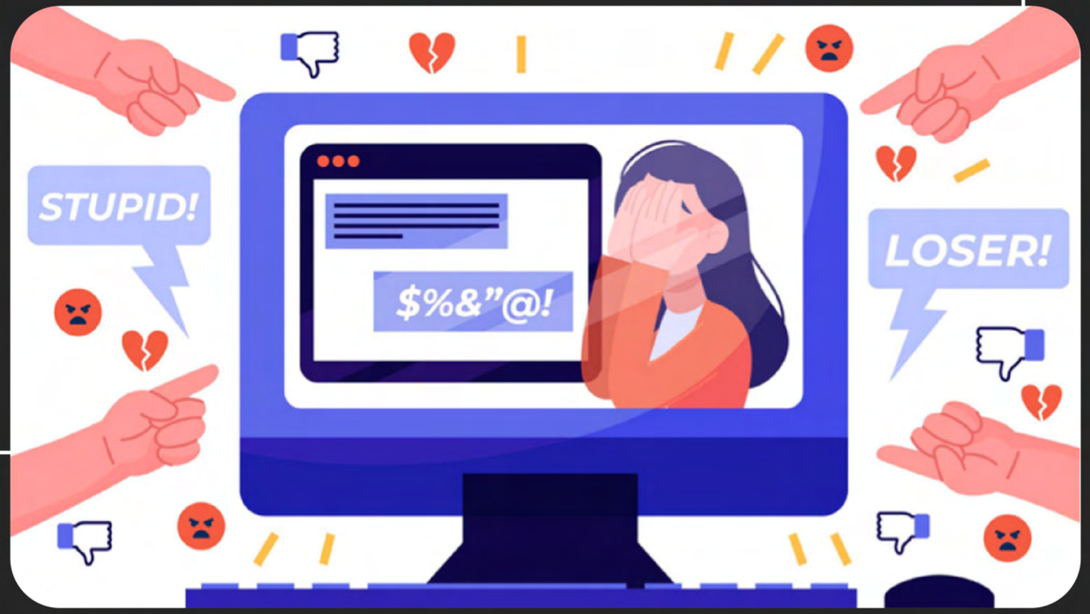
- There are more then 13k posts that Hash Tagging #sustainability
- Increase #PBRF (Patience is Bitter but Result is Fruitful)

- By targeting Millennial and Generation Z ->
  Hashtagging action : Increase SNS posts that Hash Tagging #

THREATS

Difficulties Persuading Parents

- It may be more difficult to appeal our service through Zepeto to parents since Metaverse may be unfamiliar to them.



High Production Cost

- Sourcing and production cost of fruit fibers are uncertain comparing to plastic bottles

PRICING STRATEGY

Goal no.1

Build a long-term positive brand image to nurture children as loyal consumers

Goal no.2

Develop a pricing set that can satisfy a family unit with premium pricing

Objective no.1

Desire to highlight Ralph Lauren's sustainable innovation in materials and technology

Objective no.2

Promote Ralph Lauren's ESG enhancement to existing and potential customers

Pricing Fundamentals

NFT Innovation

In 2021, Visa bought an NFT for $150,000, and Adidas provided another $156,000 for digital art. Firms utilize NFTs as a new revenue line and engagement tool in their markets (Lazoryak, 2022).

Material Development

Ralph Lauren Earth Polos range from $98.50 to $148 for men's and women's styles and from $35 to $45 for children's. As an example of fruit fiber, Piñatex costs about $24 per square meter (Bizvibe, 2022).

Luxury Vending Machine

Depending on size and features, a new vending machine may cost from $3,000 to $10,000 (NerdWallet, 2021). According to SMARTI Technologies, a brand-new smart vending machine with a detailed interface and personalized branding may cost less than $25,000.

Pricing Strategy

Pop-up vending machine

FACTOR	TYPE	QUALITY
Design	Modern and minimal	High
Smart Engine	Complexed and professional	High
Interactive Service	Touch screen, wireless payments, etc.	High
The Earth Polo	Men's, women's and kids'	High
Complexity	Easy to use for both adults and children	High

Total: Maximum $25,000

Pricing Strategy

Application Creation

FACTOR	TYPE	QUALITY
App Design	Modern and minimal	High
User eXperience (UX)	Includes transaction and social media features	High
User Interface (UI)	Modern and minimal based on dark green color	High
Beta App Testing (Android and iOS)	Focused on data sharing with ZEPETO and vending machine	High
App Category	Education and lifestyle	High

Total: Maximum $300,000

Pricing Strategy

Metaverse Creation

FACTOR	TYPE	QUALITY
ZEPETO Avatar	Men, women and children	High
ZEPETO World	Rich resources and maximal	High
App Data Sharing	Awareness programs, vending machine and application	High
System Update	Constant avatar and world skin updates	High

Total: Maximum $300,000

Pricing Strategy

Fruit Fiber Innovation

FACTOR	TYPE	QUALITY
Design	The Earth Polo type polo shirts	High
Materials	Banna, pinapple, orange, coconut, grape, apple and olive	High
Supplier	Orange Fiber, Piñatex, Vegea, Fruitleather, Frumat	High
Polyester Blend	Plastic bottles (recycled poly) are needed to blend with fruit fibers	High

Mexico-based biotech innovator Polybion estimates there is abundant fruit waste to create 168 million square- feet of Celium™ annually.

Pricing Strategy

Retail Price for Fruit Fiber

FACTOR	TYPE	RETAIL PRICE
Women	100% bio-degradable cellulosics and fruit fibers	Maximum 255 USD
Men	100% bio-degradable cellulosics and fruit fibers	Maximum 255 USD
Boys under 8	100% bio-degradable cellulosics and fruit fibers	Maximum 100 USD
Boys over 8	100% bio-degradable cellulosics and fruit fibers	Maximum 150 USD
Girls under 7	100% bio-degradable cellulosics and fruit fibers	Maximum 100 USD
Girls over 7	100% bio-degradable cellulosics and fruit fibers	Maximum 150 USD

Total: Maximum $1,010

Pricing Strategy

NFT Distribution in app

1

INITIAL NFT POINTS

After creating a membership, 1000 NFT coins will be provided. According to Coinbase, they are about 81.46 USD.

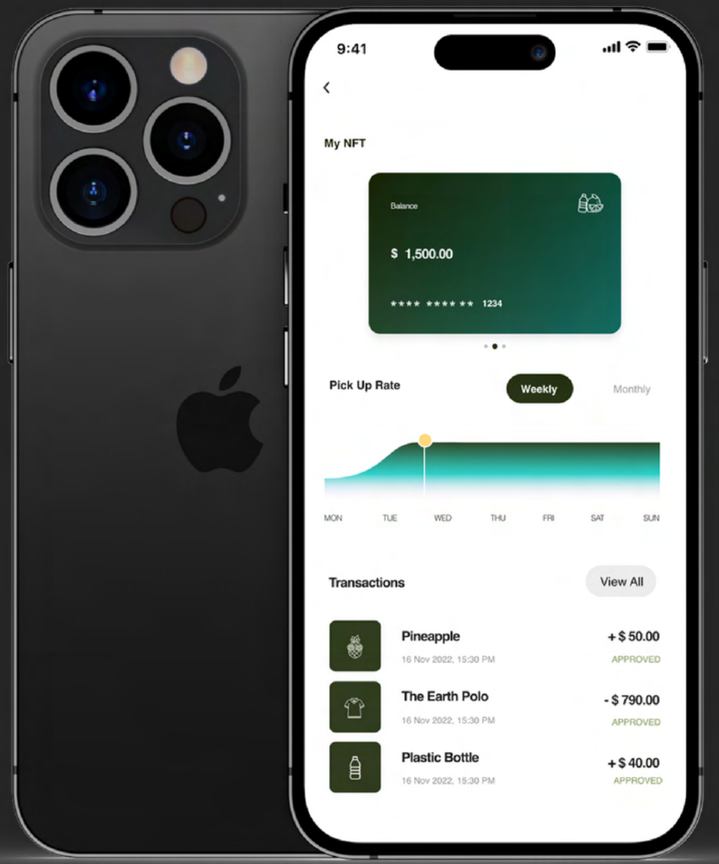
2

COVERT INTO NFT

Each fruit and plastic bottle counts for 100 NFT, and users can approach a vending machine for exchange.

Pricing Strategy

In-app transactions



1

TOP-UP FOR NFT

Customers can exchange from USD to NFT by topping up with a membership card.

2

COLLECTION PURCHASE

Consumers can purchase the actual The Earth Polo collection using NFT and choose either delivery or vending machine pick-up.

Pricing Strategy

Marketing Budget

TYPE	COST (USD)	DURATION
Social media marketing	Maximum 50,000	4 Months
Guerrilla Marketing	Maximum 400	One-time event
Official Website Advertising	Maximum 85,000	4 Months
In-store Promotion	Maximum 1,000,000	4 Months

Total: Maximum $4,540,000

PLACE STRATEGY

Main Goal

By placing vending machines at different places, we would like to provide experience our service before launching app.

Retail Store

Retail Store

- Unlike Pop-up store, we can promote longterm period
- Exposing our service to existing customers
- Stores can promote to customers directly before launching service/ pop-up store

O2O Distribution Channel

Pop-up Stores & Cafes : Place Vending Machines

- Able to expose Ralph Lauren's products naturally
- Able to promote our service by experiencing vending machine
- Promote new collection of Ralph Lauren

Online Channel

- Ease of accessbility regardless of age
- Provides experience of Fruit Fiber

Retail Store

Ralph Lauren Store : Harbour City Mall

Address: Harbour City, Shop OT313,Level 3,Ocean Terminal, Tsim Sha Tsui

Why?

- Able to promote directly
- Great opportunity to promote new brand image (ESG) to existing customers

O2O Distribution Channel

Pop-up Stores + Ralph Lauren Cafe ⟷ Online Channel

- By Launching Pop-up store we can provide experience of using vending machine
- Ecourange visitors to experience online channel (Zepeto World)
- Build long term relationship with customers

- Through ZEPETO experience, we can promote pop-up store products indirectly
- Encourage players to visit pop-up store for offline experience

Pop-up Store x Ralph Lauren Cafe

Pull Marketing

- Cunsumers can have different shopping experience by allowing them to touch products and ask questions freely.
  - Allowing brand to communicate with customers and advertise the service naturally

- Experience "Ralph Lauren" brand as it is in a unique, fun way and able to offer something extra.
  - Consumers can enjoy a distinctive and genuine brand experience by being fully immersed in our service's environment.

Selling Feelings

- Can be imaginatively put up as a fun, exciting, and memorable location to draw customers.

- Strengthen the perceptions of the brand image.

Pop-up Store x Ralph Lauren Cafe

FoMO Phenomenon (Fear of Missing Out)

- Targeting people who are demonstrating FoMo phenomenon
- Customers presumably would not be able to easily experience pop-up stores again if they missed them

Promoting Ralph Lauren Cafe

- One of the Ralph Lauren business : can collaborate PBRF service

- Consumers can put plastic cup from Ralph Lauren Cafe to vending machine, and they can get more NFT points

Online Channel

Customization

- Virtual Wearables : Experiencing Ralph Lauren products indirectly

- This will be satisfy their requirements and needs through building database of customers' information. Personal information may include; name, age, address , interest and shopping behavior

Potential Customers by Analyzing Data

- In order to enhance customer engagements, RL can use customers' data based to promote directly such as sending mass messages, or emails.

- This method may help RL to seek out potential customers identifying target customers and draw them to visit physical store.

WHY Pop-up Store?

Engage Multi Channel

- Customers can experience offline and onlie shopping

Cost Effective

- Pop-up stores are often temporary in nature and smaller in size than conventional retail stores, the cost of rent is usually lower, which means it is cost effective in terms of promotion

Demo Products

- Consumers can have different shopping experience by allowing them to touch products and ask questions freely.

WHY Pop-up Store?

Test Out New Markets

- Through testing out new markets, brands can identify customers' reaction: a way to confirm to extend the pop-up store period or not.

Brand Awareness

- By asking questions or enquiries F2F, this will build more interactions between brand and customers.

-Offers a chance to grow its brand and raise exposure.

Venue

'PBRF' Pop-up stores can be found in these 5 selected cities
: New York, Hong Kong, Tokyo, London, Beijing

Hong Kong: K-11 Musea & Harbour city

K-11 Musea

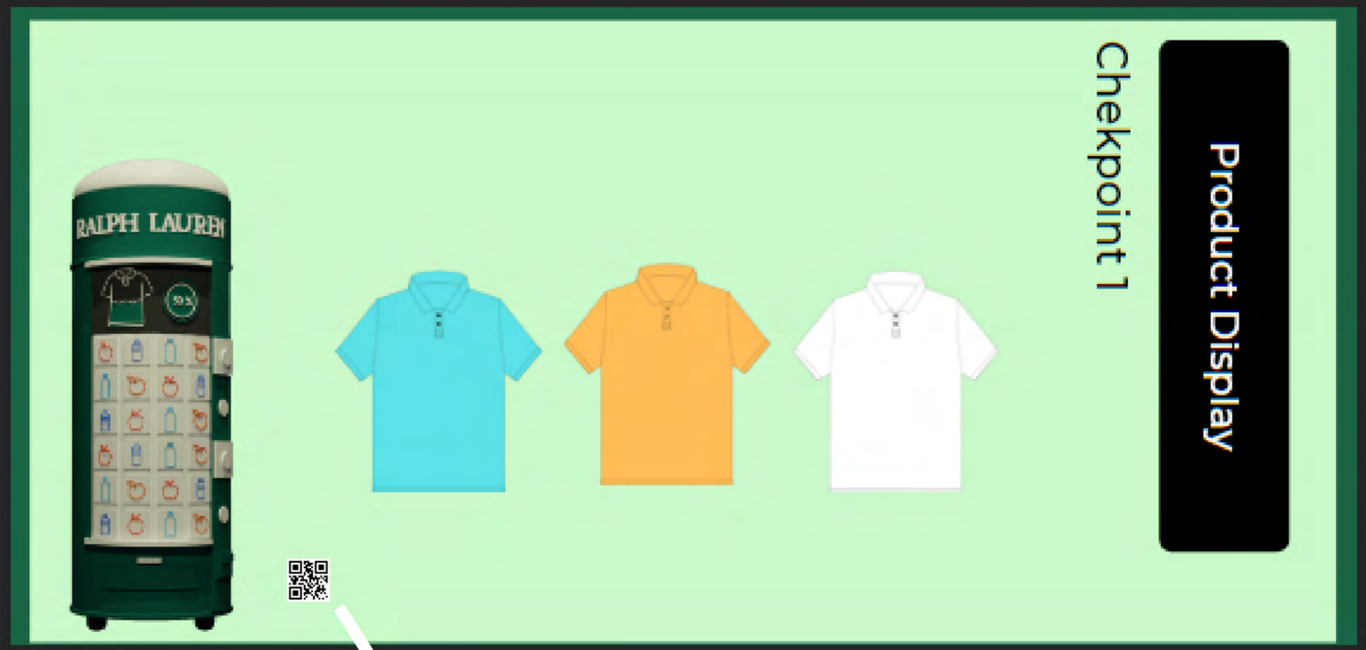
Address:18 Salisbury Rd, Tsim Sha Tsui, Hong Kong

K11 Musea is a place for various art and cultural experiences such as creative workshops, mini concerts, movie screenings, conversations with artists, and exhibitions that integrate all aspects of art.

Floor Plan

Fitting Room
Chekpoint 4
Cashier
Screen
Checkpoint 7
Photo Booth
Chekpoint 5
FRUITFUL CHALLENGE
Product Display
Chekpoint 1
Plastic Zone
Chekpoint 3
New Product Display
Chekpoint 2
Ralph Lauren Cafe
Chekpoint 6
Entrance
Ralph Lauren Cafe Goods
Cashier
Entrance

Checkpoint 1 : Product Display



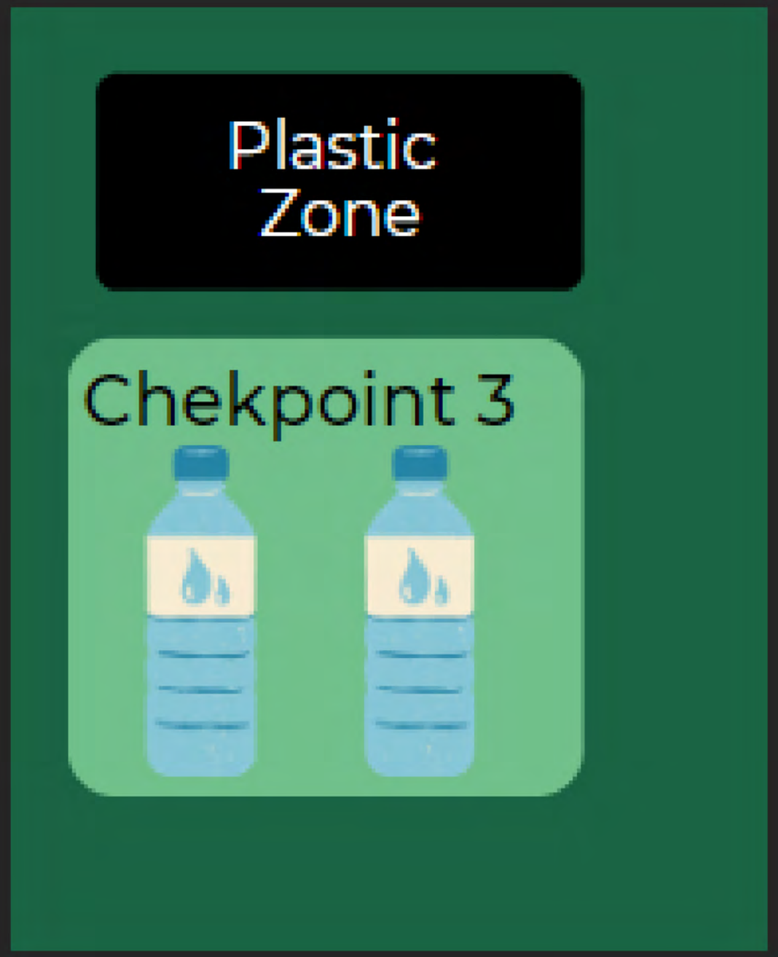
- Existing products of RL (Earth Polo)
- Vending Machine beside of products
- Consumers can get 1 NFT point once they purchase one RL products

- Every vending machine will show up a QR code after consumers' trial.
  - QR code will link to ZEPETO world.

Checkpoint 2: New Product Display

- New products of RL (Earth Polo)
- Vending Machine beside of products
- Consumers can obtain a free NFT point once they purchase one RL real product.

Checkpoint 3: Plastic Zone



- Bunch of empty plastic bottles will be on the table

- Consumers who do not have a plastic bottle, they can pick one and try vending machine.
  - While consumers are shopping, the our new market (PBRF) will be exposed to them naturally .

- Curiosity rises :*"What are these plastic bottles for?"*
  - This question will lead them to know more about our PBRF service in order to solve their curiosity

Checkpoint 4: Fitting Room

- Leather wood chair, and straight long mirror to create a classic mood

- RL's Fifth Avenue flagship store in Manhattan is home to connected fitting rooms that merge digital technology with in-store retail.
  - Brand Experience

Reference Pictures

Checkpoint 5: Photo Booth

- Consumers are invited to stand in front of 'Fruitcul Challenge' screen and take a photo
- If they a picture hash tagging '#Fruitful Challenge' or '#PBRF' , they will be given a small gift of RL product
- Guests who fulfilled in their personal information, they will be given 1 NFT point and digital photo copy.

-In order to gather customers' data collection

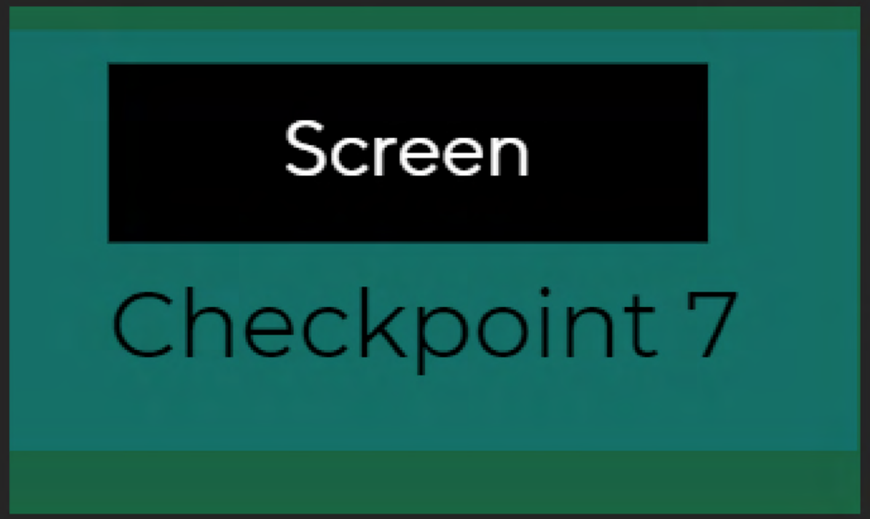
Reference Pictures

Checkpoint 6: Ralph Lauren Cafe

- Cafe where guests are invited to relac and chill.
  - They may register ZEPETO account
- The cold drinks they ordered will be provided in a plastic bottle in order to encourage them to experience vending machine. (Hot drinks will be given in a mug cup)
- Customers who put a plastic bottle from RL cafe, they will be given 2 NFT points.

Reference Picture

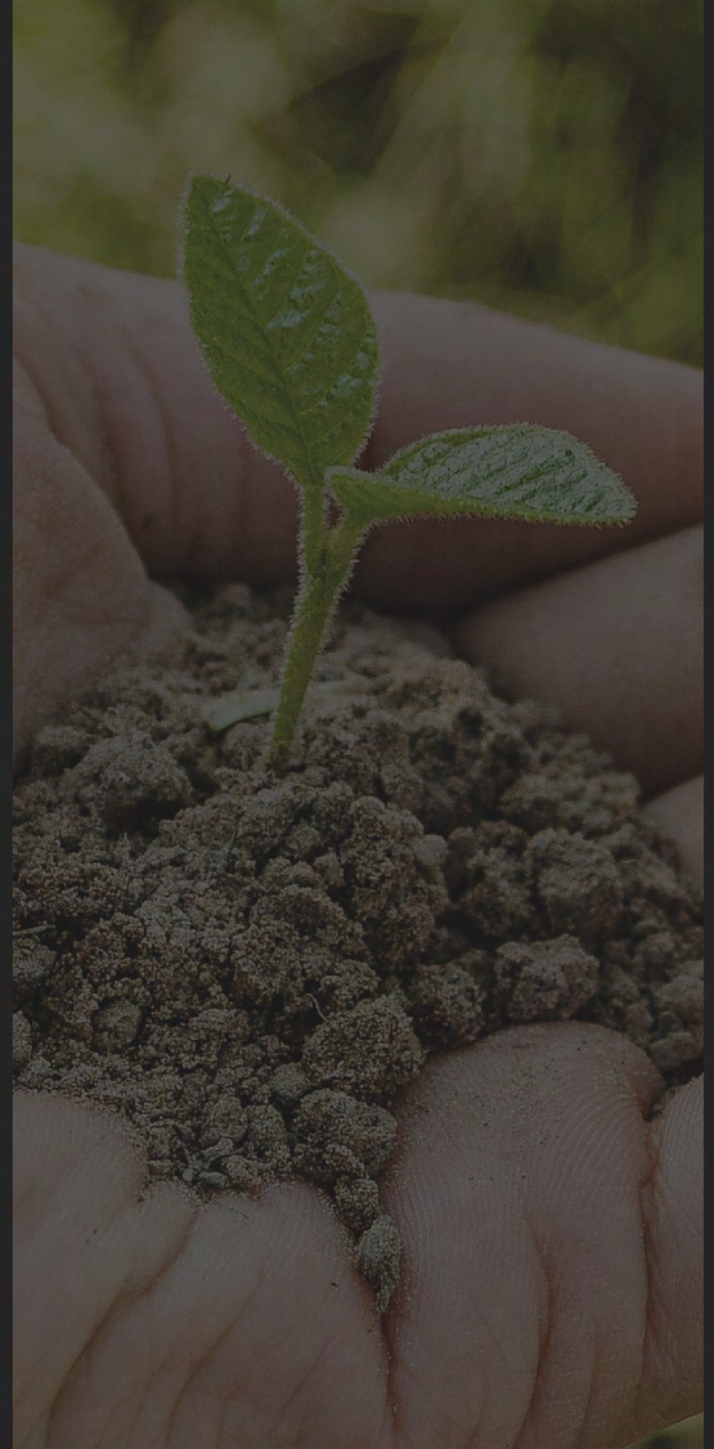
Checkpoint 7: Screen



- A screen will be placed beside of cashier that promoting RL's zepeto world and service with vending machine
  - Emphasizing our service before consumers are leaving the store.

Front Back Right Left

Promotion Strategy



KIDS &
YOUNG ADULTS

KIDS

- KIDS YOUTUBERS

Kids Youtubers

Youtube is not only for "Entertaining"

Promotion

Create 'RLKIDS' channel

- Can show animation regarding environment pollution and how RL is contributing on environmental issues.

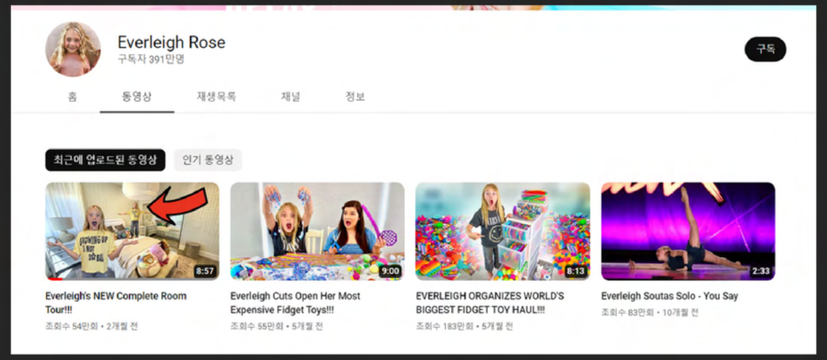
Promoting through Kids Youtubers

- Kids Youtubers can take a video visiting PBRF pop-up stores and show their subscribers that they are experiencing our service through ZEPETO

- Kids Youtuber: Everleigh Rose

YouTube Kids

Polo Ralph Lauren Haul with Sasha J



YOUNG ADULTS

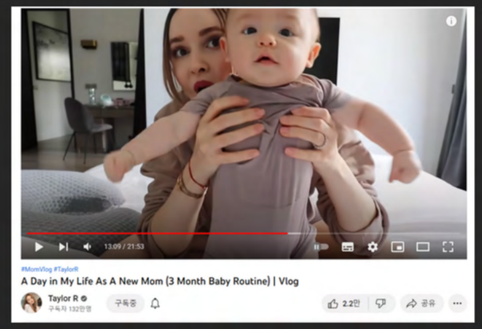
- MILLENINALS & GEN Z

Influencers & Celebrities visiting

Facebook & Instagram & Youtube

Promotion

- Film video visiting PMRF pop-up store and playing Zepeto
- Film video of offline class and their reaction
- RL's Ambassadors: Krystal Jung, NFT 's Mark



Promotion on Youtube

- Mom/ Family daily Youtubers can record a video that they are visiting PBRF pop-up store with their kids.
- They can film a video regarding their reviews on the pop-up store and how ZEPETO world helps their kids to be aware on sustainability.
- Youtuber: Teylor R

Influencers & Celebrities visiting

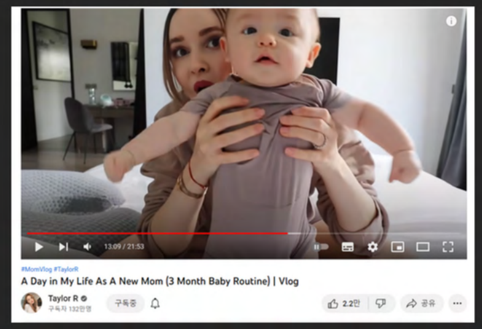
Facebook & Instagram & Youtube

Effects

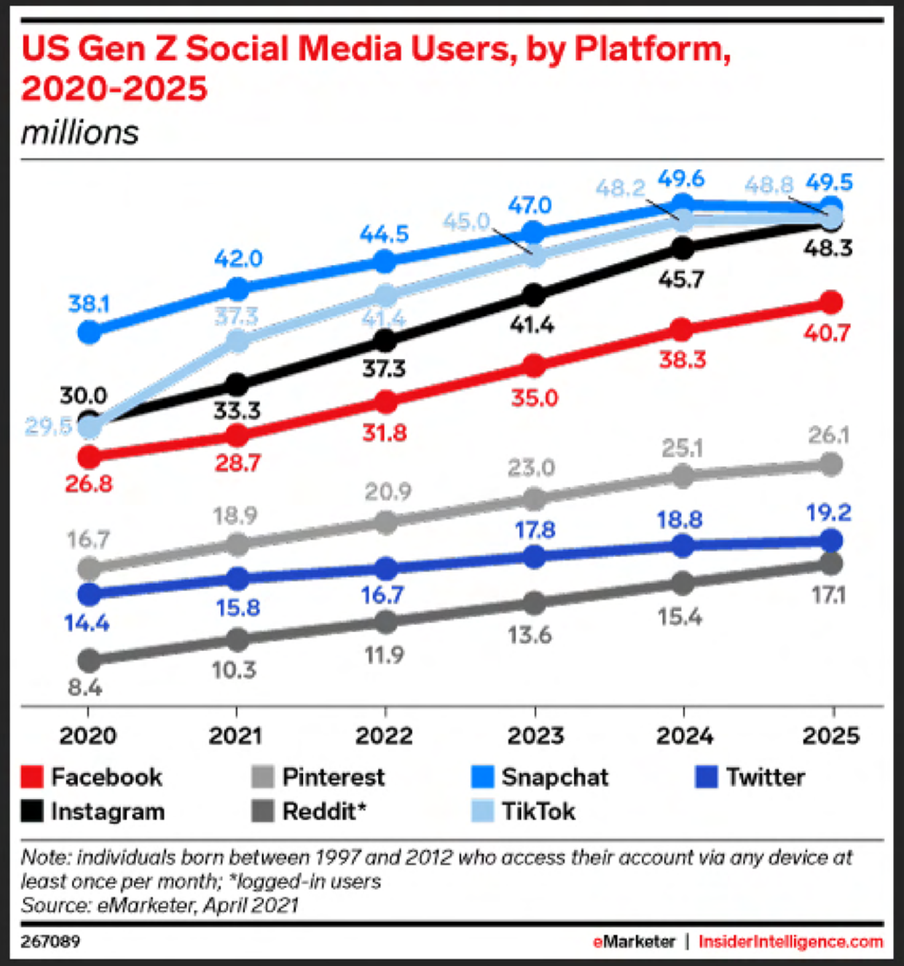
- Can bring more new customers and more users
  - More profitable

- Promote directly to thosands of eye based on thier fanbase

- When an influencer posts brand-related content on their channel, their followers will trust the brand's product or service.
  - Gain credibillity and authentic relationship between consumers and brand



Hashtag #PBRF Contest



According to InsiderIntelligence..

Facebook: Millennial

Instagram: Generation Z

Hashtag #PBRF Contest

Instagram and Facebook

Step 1

Take a photo or Instagram reels using PBRF's filter

Step 2

Follow @RalphLauren on every SNS platforms, then post your contents and tag #Fruitfulchallenge and #PVRF

Step 3

The winner will receive a 10 NFT points and special gift from Ralph Lauren.

Hashtag #PBRF Contest

Example

- Creates UGC (user-generated content)
- Builds intimacy relationship with consumers
- The reels or story reveals to anyone which is an opportunity to reach potential consumers.

Pop-up Store Visitors Promotions

Promotion for visitors

- Gain free NFT points by experiecing our luxury vending machine.

'PBRF Events'

Offline Fruit Fiber Workshop

If PBRF pop-up stores brings successful results,

We would open for another pop-up store that has offline Fruit Fiber class targeting kids and their parents.

We will send emails based on data that they registered in PBRF pop-up stores.

- Contents -

- Earth Polo T-shirt
- How Fruit Fibers can helps the environment
- Showing how fruit fiber can used for clothes
- Ice breaker (ex)Peeling Fruit Fibers

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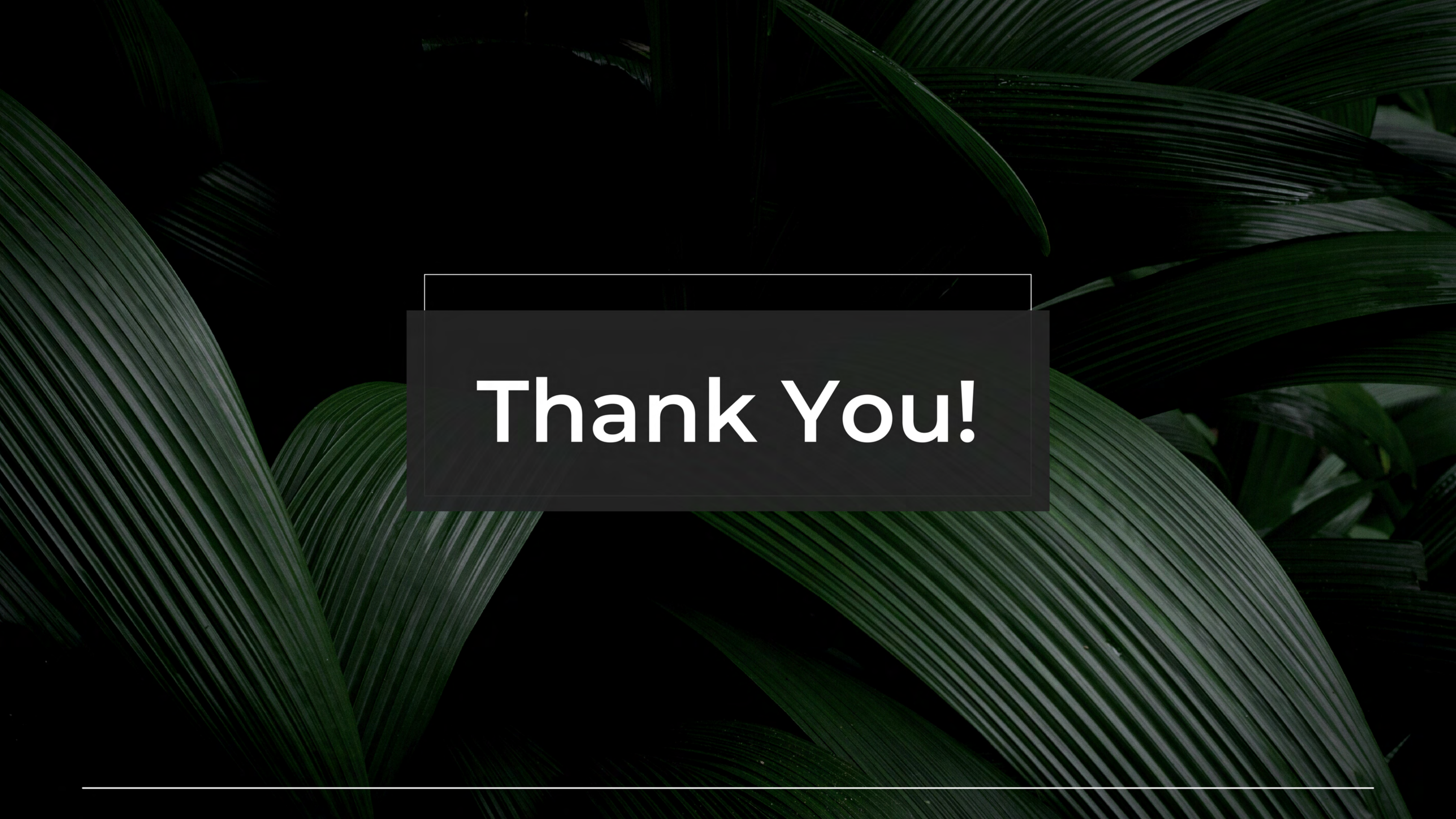
Thank You!