

Chapter 1 : Net revenue of Polo Ralph Lauren by region, | Statistic

The Company's brand names, which include Polo by Ralph Lauren, Ralph Lauren Purple Label, Ralph Lauren Collection, Black Label, Blue Label, Lauren by Ralph Lauren, RRL, RLX, Rugby, Ralph Lauren Childrenswear, American Living, Chaps and Club Monaco, constitute one of the world's most widely recognized families of consumer brands.

It also goes onto explain the position of the brand within the market and the use of Its communications mix. The research collated is both primary and secondary, from a trip to London to one of their flagship stores and a variety of secondary sources, such as books and the use of the internet. Once Ralph had graduated he would study business at night and worked as an assistant buyer by day Baird-Murray, Ralph Lauren sell a range of products such as, clothing for men, women and children from ages months through to the age of 5. Homeware, bedding, paint, home furnishing and fragrances. There are also a number of in-store cafes and bars which include exclusive Ralph Lauren Coffees. Ralph Lauren is currently the 7th biggest fashion house within the global market. The methodology used was both primary and secondary research. The primary research was gathered from a London trip to the flagship store and the secondary research was gathered from a variety of books and magazines. Ralph Lauren aim to sell appreciation within their brand and sell desire to their consumers, to increase and maintain their social standing. Ralph are known for their logo, which is the polo horse. This was because, Ralph saw Polo the sport as the social elite and aspired to be a part of it, hence a polo player as his symbol. Ralph Lauren has a luxury collection as well as polo for both men and women. As well as catering for high end, luxury consumers, Polo added in extras such as accessories for the younger audiences that aspire to Ralph Lauren. For example, Polo Ralph Lauren caps have been very popular in last year to the younger generation as well as the polo shirts, which come in two different fits. There is the slim fit which is more tailored around the waist and arms and is shorter on the back and there is the custom fit, which is wider around the waist, longer at the back and is less tight around the arms. As for Ralph Lauren being a lifestyle brand, they tailor all aspects. This is beneficial for Ralph Lauren because, they sell both a luxury label, which is aimed at higher class, middle aged consumers and Polo which is more casualwear for the younger generation. Ralph also do Polo sport which is fit for purpose and is mainly made out of Pima cotton which is a more lightweight, stretchy fabric Visual Merchandising, Currently, Ralph Lauren is the 7th biggest fashion house in the world. As for their Emotional Selling Point, it is aspiration. Ralph Lauren clothing has its own image altogether, with a western and authentic style. Advertising- Is the way a retailer promotes their merchandise Wright, Ralph Lauren has 40 store windows which advertise their merchandise within the stores. As for television advertisements, Ralph only tend to do these for their fragrances. In the past years, social media has grown massively and Ralph Lauren used this to their advantage by advertising their merchandise over Instagram, Facebook and their website. Ralph regularly have pages in the Vogue issues dedicated to their brand. This was all once again re-establish the values of the brand yatzer. Personal Selling- Is the direct communication with any customer or business prospect in effort to make a sale Wright, All employees that work within Ralph Lauren stores, outlets or concessions are highly trained to know all aspects about the brand and its different type of products on offer to consumers. This is important for Ralph because, it is vital that all potential customers are spoken to and informed about the brand when requested. The outlet stores are dedicated to old season Ralph stock to sell at a cheaper price to the public. When it comes to the visual merchandise of Polo Ralph Lauren, they fold their polo shirts and polo tops in a certain way. This is because, it is vital that potential consumers are able to see the Polo horse logo. Direct Marketing- This happens in both the business and consumer world. Ralph Lauren demonstrate this well by having a range of different collections, it means they cater for all consumers. For customers that have signed up to the Ralph Lauren website or in store, they will receive regular emails informing them about upcoming promotions or new collections about to be launched. Also Ralph Lauren have an app now which is available on the App Store. This is so their consumers can shop their merchandise in the comfort of their mobile phones. This also means if a consumer is on-thego, they are able to purchase Ralph Lauren products wherever they may be. Social Media- Is a variety of different websites that enable users to create and share relevant content, which

contributes in social networking. Social media has grown massively in the past years. When it comes to Ralph Lauren, they have an Instagram page which they post regular updates of images of their products, new collections and most importantly celebrities wearing their clothing. They also have a Facebook page for many of their different collections, such as their fragrances and Polo Ralph Lauren. The Ralph Lauren page is quite similar to their Instagram page as they post many photos of their collections and merchandise, but they also post videos of their new collections. Ralph also has a Twitter page to post updates about their stores around the world too. This is a good way for Ralph Lauren to promote their brand because, the 21st century is all about social media and every one of their target customers will be on either of these types of social media, therefore they will be aware of upcoming and current trends within Ralph Lauren. On a whole Ralph Lauren is an excellent brand. This is because, of the quality and quantity of products they have to offer. Whether it be high end clothing for special occasions, a new sofa for the lounge or a fragrance to smell your best. Ralph Lauren have it covered. Also, from the amount of money Ralph Lauren are producing, it shows that they are doing extremely well compared to its competitors, such as Calvin Klein. Vogue on Ralph Lauren. Retrieved from Business Dictionary: Financial Times Prentice Ha.

Chapter 2 : Ralph Lauren Reports Second Quarter Fiscal Results

Ralph Lauren Corporation (NYSE:RL) is a global leader in the design, marketing and distribution of premium lifestyle products in four categories: apparel, home, accessories and fragrances.

It captured how our brand and the World of Ralph Lauren resonates across generations, cultures and beyond fashion. Looking out to the remainder of the year, we are on track to deliver our full-year goals. In the second quarter of Fiscal , revenue increased by 1. Foreign currency negatively impacted revenue growth by approximately 50 basis points in the second quarter. North America wholesale revenue was flat to last year. The gross margin increase was driven by initiatives to improve quality of sales through reduced promotional activity and improved pricing as well as favorable product mix. Foreign currency benefited gross margin by 40 basis points in the second quarter. Excluding marketing, adjusted operating expenses were approximately flat to last year. Adjusted operating expense rate was This increase was due to the increased marketing investment, new store expansion, and channel mix shift, as a greater portion of our revenue was generated by our international retail businesses, which typically carry a higher operating expense rate. Foreign currency benefited operating margin by 30 basis points in the second quarter. North America Operating Income. Adjusted North America operating margin was Adjusted Europe operating margin was In constant currency, the adjusted operating margin declined by basis points due to wholesale timing shifts, comp pressure, increased investment in marketing and new store expansion. Adjusted Asia operating margin was Net Income and EPS. In the second quarter of Fiscal , the Company had an effective tax rate of This compared to a reported and an adjusted effective tax rate of The year-over-year decline is primarily driven by the effects of stock-based compensation and U. For Fiscal , the Company now expects net revenue to be approximately flat to up slightly in constant currency. Foreign currency is expected to have about 75 basis points of negative impact on revenue growth in Fiscal The Company continues to expect operating margin for Fiscal to be up 40 to 60 basis points in constant currency driven by gross margin expansion. Foreign currency is expected to have minimal impact on operating margin in Fiscal In the third quarter of Fiscal , the Company expects net revenue to be up low single digits in constant currency. Foreign currency is expected to pressure revenue growth by about basis points in the third quarter of Fiscal Operating margin for the third quarter of Fiscal is expected to be up about 20 basis points in constant currency. Foreign currency is expected to be a slight benefit to operating margin in the third quarter. Conference Call As previously announced, the Company will host a conference call and live online webcast today, Tuesday, November 6th, at 9: To access the conference call, listeners should dial in by 8: Eastern and request to be connected to the Ralph Lauren Second Quarter conference call. A telephone replay of the call will be available from Eastern, Tuesday, November 6, through 6: Eastern, Tuesday, November 13, by dialing or and entering passcode For more information, go to <http://> These forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause actual results, performance or achievements to be materially different from the future results, performance or achievements expressed in or implied by such forward-looking statements. The factors that could cause actual results to materially differ include, among others: The Company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

Chapter 3 : Ralph Lauren Corp(RL) Annual Report (10K) Quarterly Report (10Q)

Receive Investor Relations email alerts whenever Ralph Lauren Corporation posts new information [Click Here](#) to choose your categories of interest.

History[edit] Polo Ralph Lauren is the flagship brand of the company. At 28 years-old, Lauren worked for the tie manufacturer, Beau Brummell. He worked out of a single "drawer" from a showroom in the Empire State Building and made deliveries to stores himself. In 1967, Ralph Lauren Corporation launched a line of tailored shirts for women, which introduced the Polo player emblem, appearing on the shirt cuff. This was the first time that a designer introduced two fragrances – one for men and one for women – simultaneously. Lauren will stay on as executive chairman and chief creative officer. Ralph Lauren Collection for women, launched in 1967, ranges from handmade evening gowns to sportswear. Launched in 1971, Ralph Lauren Purple Label [18] for men offers suiting, custom tailored made-to-measure suits and sportswear, as well as benchmarked footwear and made-to-order dress furnishings, accessories, and luggage. Polo Sport launched in 1976, a line of activewear for sports and fitness. In 1980, Ralph Lauren debuted the PoloTech Shirt, which featured smart fabric technology that supposedly "captures robust biometrics from the wearer". Lauren for Women launched in 1982, offering sportswear, denim, dresses, activewear, and accessories and footwear at a cheaper price point. Ralph by Ralph Lauren: Launched in 1984, Ralph by Ralph Lauren offers suit separates, sport coats, vests, and topcoats. Established in 1985, a percentage of sales from all Pink Pony products benefit the Pink Pony Fund and other major cancer charities around the world. All Pink Pony items feature a pink Polo Player. Items include polo knit shirts and cashmere cable sweaters. A mid-range brand featuring casual sportswear, workday, and dresses. Club Monaco designs and markets its own clothing and accessories for men and women. Ralph Lauren Home and Paint: Ralph Lauren Home, the first complete home collection from an American clothing designer, makes its debut in 1987 with home furnishings and accessories. Ralph Lauren Home includes furniture, bed and bath linens, china, crystal, silver, decorative accessories and gifts, as well as lighting, fabric, wallcovering, and floorcovering. Ralph Lauren launched Paint in 1988, now with over 100 palettes. In 1989, Ralph Lauren launched his first fragrances: Lauren for women and Polo for men. The Company also operated concession shop locations worldwide at the end of the year. Ralph Lauren operates its representative flagship stores in New York City on Madison Avenue – for menswear in the former Rhineland Mansion, and for womenswear and home in another structure, across the street, which opened in 1990. As part of the partnership, all on-court ball persons and officials will be dressed in specially-designed Ralph Lauren apparel. Olympic and Paralympic Teams, with the right to manufacture, distribute, advertise, promote, and sell products in the U.S. The Company has established a partnership with athletes serving as brand ambassadors and as the faces of the advertising, marketing, and public relations campaigns. Get Involved Volunteer Exceed campaign was created to inspire and encourage community service through volunteerism by supporting the efforts of dedicated volunteers and their causes.

Chapter 4 : Polo Ralph Lauren Corp. - calendrierdelascience.com

Updated annual income statement for Ralph Lauren Corp. CI A - including RL income, sales & revenue, operating expenses, EBITDA and more.

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Chapter 5 : Ralph Lauren SWOT Analysis | Competitors & USP | BrandGuide | MBA calendrierdelascience

The statistic shows the global revenue of Polo Ralph Lauren from to The company's revenue amounted to billion U.S. dollars in

Stefan Larsson will stay on until May 1, A search for a new Chief Executive Officer will be conducted. A separate release provides more detail on the CEO departure. The decline was primarily driven by North America as shipments were strategically reduced to better align with underlying demand and to reduce excess inventory and increase quality of sales as part of the Way Forward plan. This increase was primarily driven by favorable geographic and channel mix shifts and initiatives to improve quality of sales metrics, principally through reduced promotional activity in our international businesses. This was partially offset by unfavorable foreign currency effects of basis points. Operating expense rate was This increase was due to deleverage of fixed expenses on lower net revenues. Excluding currency impacts, adjusted operating margin expanded 40 basis points compared to last year. The operating margin performance was above expectations due to prudent expense management and better gross margin. The lower operating margin year-over-year was attributable to fixed expense deleverage on lower net revenues, which was partially offset by higher gross margin. For Fiscal , the Company is maintaining its guidance. Consolidated net revenue is expected to decrease at a low-double digit rate consistent with the Way Forward plan. Key elements include a proactive pullback in inventory receipts, store closures, pricing harmonization and quality of sales initiatives. Based on current exchange rates, foreign currency is expected to have minimal impact on revenue growth in Fiscal In the fourth quarter of Fiscal , the Company expects consolidated net revenues to be down mid-teens on a reported basis, with continued execution of quality of sales initiatives, inventory receipt reductions, and fleet optimization consistent with the Way Forward plan. This compares 13 weeks this year to 14 weeks last year. Based on current exchange rates, foreign currency is expected to pressure revenue growth by about basis points in the fourth quarter and will pressure gross margin by approximately 70 basis points. Operating margin for the fourth quarter of Fiscal is expected to be 6. Foreign currency is estimated to pressure operating margin by about basis points. Accordingly, a reconciliation of our non-GAAP financial measure guidance to the corresponding GAAP measures is not available without unreasonable effort. The Company has identified the estimated impact of the items excluded from its Fiscal guidance. These charges are expected to be substantially realized by the end of Fiscal Conference Call As previously announced, the Company will host a conference call and live online webcast today, Thursday, February 2nd, at 9: To access the conference call, listeners should dial in by 8: A telephone replay of the call will be available from Eastern, Thursday, February 2, through 6: Eastern, Thursday, February 9, by dialing and entering passcode RL is a global leader in the design, marketing, and distribution of premium lifestyle products, including apparel, accessories, home furnishings, and other licensed product categories. These forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause actual results, performance or achievements to be materially different from the future results, performance or achievements expressed in or implied by such forward-looking statements. The factors that could cause actual results to materially differ include, among others: The Company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. Generally Accepted Accounting Principles in millions.

Chapter 6 : € Polo Ralph Lauren's revenue worldwide, | Statistic

Get SEC filings for Ralph Lauren Corp (RL), including Annual Report (10k) and Quarterly Report (10Q).

Chapter 7 : Ralph Lauren Corporation - Wikipedia

Analyze Ralph Lauren Corporation (RL) Company Stock Report - Get free stock reports for Ralph Lauren Corporation

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Chapter 8 : Polo Ralph Lauren Company Profile - SWOT Analysis

Ralph Lauren Corporation, a global leader in the design, marketing, and distribution of premium lifestyle products, today reported net revenue growth of approximately 2% and earnings per diluted.

Chapter 9 : Polo Ralph Lauren UK %- Ralph Lauren UK Outlet Online

Ralph Lauren Corporation (NYSE:RL), a global leader in the design, marketing, and distribution of premium lifestyle products, today reported earnings Ralph Lauren Reports First Quarter Fiscal