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Ralph Lauren speeds up with womanswear

The american brand with 3,8 billion euros turnover starts a development plan for womanswear. First step, restyling of the Milan store in via Montenapoleone. Then the opening of a 2 thousand square meters store in New York, dedicated to female collections. In the meanwhile accessories sales grow up, with a +50% (bags) and a +75% (shoes) in the european area

Ralph Lauren focuses on women. The brand which belongs to the homonymous designer-entrepreneur, symbol of lifestyle, has started a business development plan for womanswear and related accessories, with the support of the strong results of menswear got in 40 years of work. And right from the plan comes the restyling project of the Milan store in via Montenapoleone, which has recently reopened to the public after the restructuring. They redesigned the 1.118 square meters space in the Milan shopping district to give a new visibility to the clothes accessories lines, dividing the offering on two separated floors for a total amount of 490 square meters: the first will host leather goods, shoes, belts, sunglasses and watches beside the Collection line; and the second, which hosted the Home collection before, will host Black label and Blue label collections. While the ground floor and the basement will remain the same with the male collections, Purple and Black, and the made-to-measure at ground level and Polo Ralph Lauren in the basement. According to the new layout used for all the stores of the brand with 4,98 billion dollars turnover (about 3,8 billion euros at yesterday's exchange) since the opening of the store in Moscow in 2007. But most of all the plan provides the opening in october of a 2.015



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